

Starchroom Laundry Journal

First in the Laundry Industry Since 1893

MAY, 1957

***Coin-operated laundries: friend
or foe? Here are three viewpoints***

***How an Ellery Queen of the laundry
field solved the fickle-stain case***

***Sales ideas and gadgets: there's
something here for every plant***

Miniature laundry is laid out by Lee Wagner, wood-working hobbyist and assistant production manager at Southern Service Company. Models are scaled to size. See story on page 31





There's a *new* way to make sure he puts your shirts on every morning!

Huron, makers of VELVET RAINBOW . . . the standard by which the industry has long judged *all* starching . . . now offers you a new and amazingly convenient way to turn out top-quality shirt work every time —HURON INSTANT STARCH!

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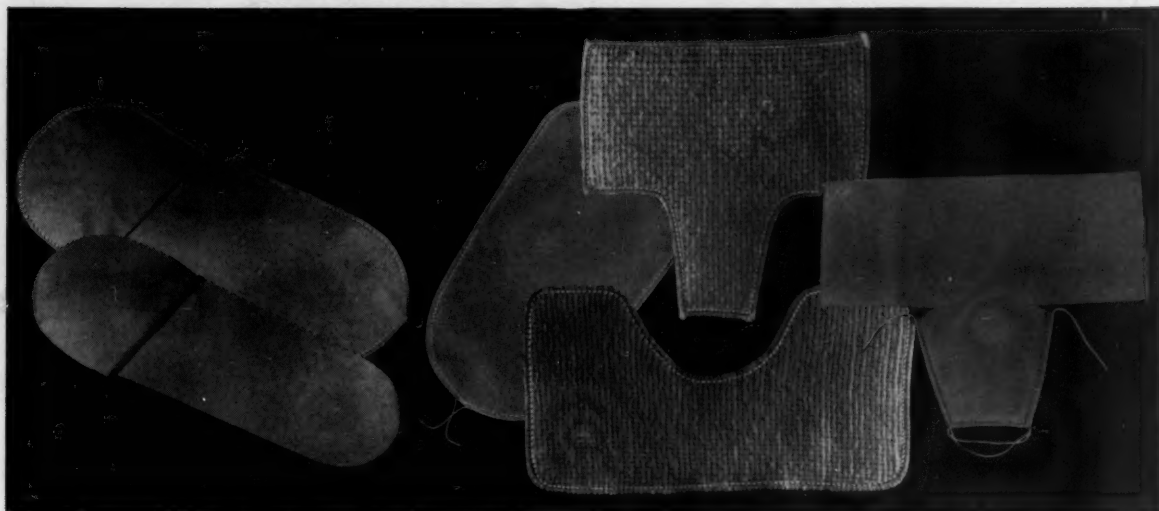
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The Cottonblossom Line is always the best! More than 3000 styles and sizes for every known press . . . to meet every laundry or dry cleaner's need for

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COTTONBLOSSOM
Laundry Textiles
Sold by Distributors
Everywhere

May 15, 1957

Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

VOL. LXIV, NO. 5

MAY 15, 1957

Meet Harry Cohen



During the past few months there have been several articles carried in our pages bearing the byline of Harry Cohen. Although he needs no introduction to many of you, we should like to take this opportunity to introduce him formally as a

relative of our editorial family.

No newcomer to the industry, Mr. Cohen has been in one phase of the business or another for the past 35 years. He was at one time plant manager of one of the largest linen supply companies in the country and is equally well versed in the operation of family plants, industrial and diaper laundries, etc. A few years back he served as a consultant to the War Department and more recently he was engaged in training sales personnel for a leading soap company.

Although Harry prides himself on being a "shirtsleeve" consultant, he is just as much at home in a "white collar" when the occasion demands it. This stems from the fact that he was a teacher in the public school system and a former faculty member of the College of the City of New York. He has lectured at Cornell, Columbia and other universities on subjects relative to laundry management.

Harry's contributions to our publication have dealt with linen selection, conservation, and last month the necessity of incentive systems. In this issue he tries a novel story-telling approach to a problem gleaned from his casebook of actual experiences. In a sense, he becomes a sort of Ellery Queen of the Laundry Industry as he tracks down the culprit in "The Case of the Fickle Stain." We found the article not only entertaining but informative, as well. We hope you will find it equally so.—Henry Mozdzer

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"SELF SERVICE" FWI PADS and "DATEX" DACRON COVERS

- for beautiful ironing
- for fast drying
- for economy
- easy to put on and take off



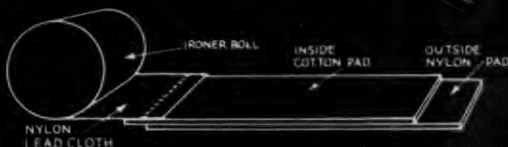
For all FW ironers
GIBRALTAR "DATEX"
Dacron Duck Covers
are still breaking all
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Their smooth surface provides beautiful ironing. Their toughness adds life to any padding; they're pre-shrunk, too. ("Gibraltarized"). Guaranteed for 18 weeks, they'll last twice as long.

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the most widely used
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See your jobber for descriptive literature and prices, or write us giving make, model number of ironer and number of rollers.

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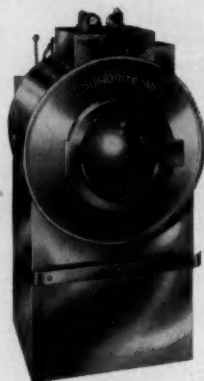
GIBRALTAR PRODUCTS ARE THE FINEST IN INDUSTRIAL TEXTILES

Nylon Nets (woven and knitted) • Dacron Nets • Grommet Grip Nets • "Datex" Dacron Duck FWI Covers
FWI Covers and Pads • FWI Tapes and Cords • Shroud Lines • "Resintex" Press Cloths and Covers

NOW *Troy* has the answer

because
you can choose
just the size you need

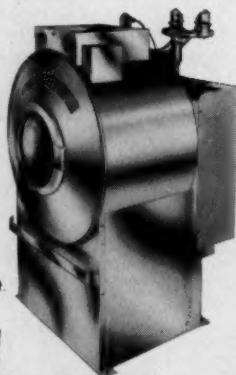
No need to compromise on size with Laundrite. This wide range of sizes is just one reason you get more efficiency from your washer investment. Laundrites wash faster, reverse faster, too, — give you more production per dollar. For supplementing smaller washers and larger units, too, — for processing fugitives and tinting, — Laundrites are the answer. In addition, they're naturals for family bundles, and special jobs like shag rugs and bedspreads. For general information or data on a specific model, check and mail coupon today.



LAUNDRITE **40**
Capacity 40-45 lbs. dry wt.



LAUNDRITE **85**
Capacity up to 90 lbs. dry wt.



LAUNDRITE **60**
Capacity up to 65 lbs. dry wt.



LAUNDRITE **25**
Capacity 25 lbs. dry wt.
(Stainless steel model available)

NEW! "Trend Setters" folder illustrates, describes full line of LAUNDRITE washers, tells how owners are using them to increase laundry efficiency.



Troy

LAUNDRY MACHINERY

Division of
American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

MAIL COUPON TODAY!

TROY LAUNDRY MACHINERY, Dept. LJ-557
Division of American Machine and Metals, Inc.
East Moline, Illinois

Please send literature on the Laundrite

☐ Complete Line ☐ 25-pound Washer ☐ 40-pound Washer
☐ 60-pound Washer ☐ 85-pound Washer

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ADDRESS

CITY ZONE STATE

ATTENTION MR.

to every washing need . . .

because it



Here's unloading at its best — fast because it's simple. The Troy unloading shelf, (which is standard at no extra charge) guides work directly into the extractor baskets, so no accessory apron devices are needed in this operation.

It's simple to operate, too — and fully protected by electrical interlocks for complete safety. Long service life is assured through such features as the stainless steel

plate front, sturdy rear X-brace and an ingenious new take-up feature on the quiet, efficient chain drive.

Like Troy washers with fixed or removable "Slide-Out" shelves, Troy unloading washers are available with or without automatic controls. Sizes include: 42" x 54", 42" x 84" and 42" x 96" — proof again that the only name you need to know in washers is TROY!



NEW! Bulletin gives valuable information on construction, features, dimensions and specifications.

Troy

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Division of
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"World's oldest builders of power laundry equipment"

----- **MAIL COUPON TODAY!** -----

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East Moline, Illinois

Without obligation, please send bulletin YW-42-57 describing
TROY Unloading Washers.

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CITY

ZONE

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ATTENTION MR.

NEW PRODUCTS and LITERATURE

Josam Shock Absorber



A new device to eliminate water hammer has been produced by Josam Manufacturing Co. These water hammer shocks occur whenever a flow of water is suddenly stopped because of a valve being closed. If allowed to continue water hammer can eventually shake pipe hangers loose, weaken connections and damage valve mechanisms.

The new shock absorber which is quickly installed in the pipe line has an expandable tube which stretches to absorb the pressure shocks. The shell around the tube is preloaded at the factory with nitrogen to the point where the nitrogen pressure equals the specified static water pressure in the line.

According to the maker, the Series 1480-DP Shock Absorber completely eliminates water hammer and prevents any damage. Further information can be secured by writing Josam Manufacturing Company, Dept. DP-54, Michigan City, Ind.

YOUR REQUEST

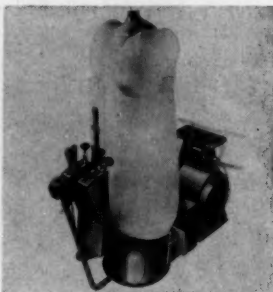
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Two New Whitehouse Products

"Dexbest," an all-Dacron flat-work ironer cover material, has been developed by Whitehouse Nylon Products. This heavy-weight Dacron duck cover features a high thread count that makes possible a finer finish. According to the firm, maximum balance of wear is achieved through a special construction factor. Dexbest covers are available in cut pieces for standard chest-type ironers only.

Whitehouse has also announced the introduction of its new nylon Challenger net with balanced wear points. To acquaint laundry operators with the new product, the Challenger net will be sent, without obligation, upon request to Jack Osborne, Sales Manager, Whitehouse Nylon Products, 360 Furman St., Brooklyn 1, N. Y.

Cissell Steam-Air Finisher



A new Cissell Form Finisher with lever-actuated controls for the nylon form and adjustable air control has been introduced.

This new unit provides simple levers for adjusting the nylon form. Position markings for the levers enable the operator to reset them to suit any garment.

The air control, conveniently located at the front of the machine, permits the operator to select varying degrees of air pressure. The company reports that chamouis and suede-lined garments can be safely finished.

There are no foot pedals on this machine. A time switch controls both air and steam cycles. The finisher steams, dries and cuts off automatically.

For full details write to W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

"One-Shot" Rinsing Formula



A 38-minute cold-water rinsing formula has been developed by Wyandotte Chemicals. The formula uses 23 to 26 ounces of supplies, including bleach, per 100 pounds of work. Advantages claimed by Wyandotte for this method include cost control, reduced labor time, reduced tensile-strength loss and improved whiteness.

Where automatic equipment is available, no additional attention is necessary, once the washman has charged the machines, until the sour operation. All supplies, including bleach, are added in "One-Shot." Wyandotte states that the time-saving method is made possible through the use of the firm's dry bleach-Halox.

More information about One-Shot cold water rinsing formula is available from Wyandotte Chemicals Corporation, J. B. Ford Division, Wyandotte, Mich.

New Wash Formula Offered

A new condensed washing formula has been developed by Beach Soap Company. The formula employs a new product described as a "wash accelerator" that stabilizes soap-dirt emulsions against dilution without adding more soap. Called Phosrite, this agent helps speed the washing operation by suspending the dirt and preventing redeposition during the wash. It also regenerates soap by converting insoluble lime soaps into useful active soap, Beach claims.

As a washing agent itself, Phosrite scrubs out many of the strongest soil stains, according to the maker. The result is a seven-step, 41-minute formula which Beach states produces uniformly excellent washes and makes it possible to wash two more loads per wheel per day.

Complete information on this new formula is contained in an illustrated booklet, "A New Way

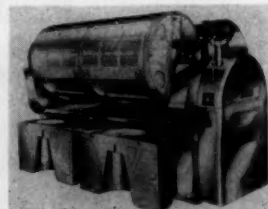
To Wash," available without charge from the Beach Soap Company, 125 Lawrence St., Lawrence, Mass.

Boiler Cleaning Booklet

The Spencer Turbine Co., 486 Park Ave., Hartford, Conn., has issued a four-page bulletin describing its vacuum cleaning equipment for boiler cleaning. The bulletin covers use of both stationary and portable equipment, and it points out the fuel savings made possible by regular cleaning. Time-savings and dust-free convenience of cleaning boiler tubes, stack base and breaching with the vacuum are also highlighted. Included are illustrations and specifications on Spencer vacuum producers, soot separators and vacuum tools.

Write direct to the firm for a copy.

Troy Adds New Washers



Troy Division of American Machine and Metals, Inc., East Moline, Ill., has expanded its regular washer lines with 18 unloading models. The machines are now available in dry weight capacities from 225 to 400 pounds, with 42-inch cylinders from 54 to 96 inches in length. Each can be supplied with fully automatic, semi-automatic or manual controls on operation and addition of supplies.

Special construction features of the unloading models include separate motors for cylinder lift and drive, heavy cross members at rear of frame, an unusual take-up feature on the drive mechanism and electrical interlocks for complete safety of operation.

Detailed descriptions and specifications of Troy unloading washers are given in an attractive four-page brochure, YW-42-57, available on request from the manufacturer.

New Steam-Trap Catalog

Yarnall-Waring Company has released Bulletin T-1746 which describes the new Yearway Series 40 Impulse Steam Trap, de-

Continued on page 88



SANDY SAYS...

**For real BIG Savings
Nothing Equals this**

HYDRAXTOR[★]

Model "J"



**★ This NEW Method of Extraction
Outperforms Any Centrifugal Type**

Pays for itself! Higher production... Lower initial cost...
Lowest labor costs... Lowest power and operation costs
... Save on water... Save on linens... No foundations or
bolting... Vibrationless, Noiseless.

The **HYDRAXTOR**

Company

WRITE, WIRE OR PHONE FOR INFORMATION

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EXTRACT WATER WITH WATER

Starchroom Editorial

Are Laundrymen Really Logical?

Every laundryowner in the country knows that the housewife just doesn't recognize a good bet when she sees one. Why, if the woman of the house would only consider the few little items like supply costs, electricity, depreciation, down payments, the cost of installation and her own labor as smart businessmen do, she would surely see that the professional laundry can do the family wash much more economically and better than she can.

Well, it's easy to brush off our failure to convince her on the grounds that women aren't very logical, anyway. But, at times, there's reason to wonder if the laundryowner himself doesn't have a few blind spots when it comes to being logical.

As a case in point, we find it hard to believe that many businessmen would pass up the opportunity to share in the benefits of a \$10,000 project if it would only cost them \$150 to get into it.

We refer to the fully animated series of 10 TV commercials that the American Institute of Laundering is ready to offer its members at cost as soon as commitment is received from 100 of them. The series consists of cartoonlike commercials varying in length to fit 10-, 20- and 60-second time spots. The plantowner or local association gets these by paying \$100 which covers actual production costs. The extra \$50 tab is pay for art work to personalize the set by tailoring plant identification into the film. It goes without saying that these prices are darn hard to beat. (One source gave us a price of \$75 per second or \$3,500 per minute if we wanted to have our own film made.) To date, only 67 members and associations have reserved the series.

While we realize that not all plants use TV as an advertising medium, in glancing through the names on the reservation list we noted that some good-size plants whose owners cried the loudest for the AIL to get on the ball and do something are strangely absent. But we aren't out to grind that axe.

What disturbs us is that this plan as well as others—be they local, regional or national—that are designed to promote the good of the industry and that are bent on telling the housewife that we can do it better and at reasonable cost just seem to fall on deaf ears. But the desire for a national advertising campaign still never seems to die.

We have a national organization that reaches almost every town in the country big enough to support a laundry. The distribution of material through this central agency is, relatively speaking, merely a matter of mechanics. The only real stumbling block is to get the plantowners to request and use it. And that's where logic seems to bog down. Instead of assuming a positive attitude to find ways to make a plan work, most plantowners are inclined to rationalize and dig up reasons why it won't work.

Now, what were we saying about housewives?

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West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone: EX-brook 2-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-1201.

STARCHROOM LAUNDRY JOURNAL

10-Bin Unit
B29-10108



SAVE \$1,000 Annually
(and 50% of sorting time) **per Shirt Unit!**

Sort at the Folder

**with BISHOP
SHIRT-BIN UNITS
for Any Lot System**

A SIZE FOR EVERY BUNDLE LOT . . . 10-BIN, 15-BIN AND 20-BIN

TWO 10-BIN TYPES



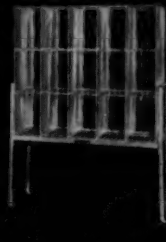
three bins wide



five bins wide

15-BIN

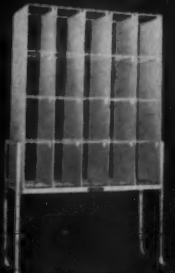
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from 13" above floor... to 37" above floor

20-BIN

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from 13" above floor... to 37" above floor

ALL FOLDER-SORTING SHIRT-BIN UNITS ARE ADJUSTABLE TO ANY TABLE HEIGHT



10-Bin Unit
B29-10101

OPERATOR SORTS AS SHE FOLDS...
BUNDLES ARE THEN READY FOR WRAPPING

Bid goodbye to the shirt-sorting department . . . its labor, its space, its walking and handling. Stop mix-ups, losses, service delays. Now your folders can do the sorting—faster, better, more economically, and give you 50% more sorting—with Bishop Folder-Sorters. You save at least one handling per shirt. Bundles go direct from folder to checker-wrapper without in-between handling that causes losses and breaks down quality. With a Bishop 10-Bin, 15-Bin or 20-Bin Folder-Sorter at each shirt table, your folders sort as they go—without loss of folding production, with fewer sorting errors—and cut hours per day from bundle-processing time. Users report lower claims, improved quality, faster service, with reduced labor cost. Savings amount to over \$1,000 yearly for each shirt unit!

MODELS TO MEET EVERY NEED

FOR SHIRTS ONLY (BINS 10" WIDE, 15" HIGH, 18" DEEP)

10-Bin Unit, Model B29-10108
10-Bin Unit, Model B29-10101
15-Bin Unit, Model B29-15101
20-Bin Unit, Model B29-20101

For Shirts & Wearing Apparel (BINS 13" WIDE x 15" x 18")

10-Bin Unit, Model B29-10138
10-Bin Unit, Model B29-10131
15-Bin Unit, Model B29-15131
20-Bin Unit, Model B29-20131

ORDER NOW FROM YOUR JOBBER

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BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.

Improved Bishop
Bin units sorting
bundles faster and
better (also) less
labor cost to you
in less time without
extra handling.



COIN-OPERATED LAUNDRY ROUNDUP

EDITOR'S NOTE: Coin-operated laundry machines are not new. Many apartment house dwellers have used them for years. But in the past few years their popularity has been rekindled by some interesting merchandising ideas. Retail outlets equipped with coin-metered washers and driers now stress 24-hour convenience and unattended service to the public at large. And the number of such outlets has slowly but steadily increased until now there are possibly 300 of these in the country.

They are currently most prevalent in California, Texas and Illinois, around such cities as Los An-

geles, Houston, Dallas and Chicago. But they are springing up in other cities, large and small, from coast to coast.

The renewed emphasis on "self-service" is rather interesting in view of the fact that this feature has all but died out in the "original" self-service outlets which mushroomed across the country after the close of the last World War. But experience seems to prove that the desire is still there.

For the most part, the coin-operated laundry appeals to people who are interested in investing their money in a business which does not require

PART I: DEALER'S DESCRIPTION—Los Angeles, California

"Put one in the desert . . . a town will spring up"

By LOU BELLEW

COIN-OPERATED self-service laundries have made impressive strides in Southern California in the past year. As near as can be determined there are, at the moment, between 75 and 80 such operations in the Los Angeles area.

Without fanfare and apparently unnoticed by operators of conventional laundries, there has come into being a growing number of such stores. In the eyes of the promoters of the coin-operated, self-service laundries, the around-the-clock availability to the housewife of a wash-and-dry service is already noticeably affecting the sale

of home washing and drying equipment.

According to one West Coast franchised distributor (name on request) his idea of selling a "package" laundry operation based on coin-operated equipment has been a main reason for the rapid growth of self-service in the area.

Under the new plan this distributor now places less emphasis on selling coin-metered equipment to established quick-service-plant operators who now have attendants aiding the customers, and gives more attention to selling a complete package store, all ready for business, to a monied clientele seeking investments.

As a result investors from all walks of life are coin-operated-laundry owners. One local bank owns five at the present and two more are being set up. Many investors own from five to ten stores, and are apparently quite satisfied with the returns thus far. Only four stores are mamma-and-papa operations.

Store buyers are given no kind of schooling, no instructions other than to stay completely away from the stores except to empty the coin boxes and clean up. Most prefer to hire part-time help to make the collections and take care of the housekeeping duties.

Profits are difficult to pinpoint, since

Continued on page 14



Typical coin-meter self-service laundries in Los Angeles area have great appeal to five-and-dime trade. Most are located near shopping centers or busy business houses and are sold as package deals

their presence or constant attention. But a number of professional laundrymen regard them as a medium for attracting non-laundry users with the hope of some day upgrading them to regular laundry services. (It is reported that there are some 60 such outlets in Houston, Texas, of which 23 are said to be owned by professional laundry-owners.) For one reason and another, established quick-service establishments are slow at converting to unattended service.

Generally speaking, the attraction of 24-hour service seems to be taken for granted. And there are few statistics available to indicate the extent of usage between sundown and sunrise. But it would seem that this convenience would receive greatest acceptance in large towns where people

are inclined to stay up later. Or around industrial towns or military bases where people may be working two or three shifts.

Because of the very nature of the clientele that would be attracted to economy prices, others believe that the plants must be located in low-rent areas to attract the greatest number of people and to keep costs at a minimum.

Some operators have also noted that housewives, as a rule, are inclined to be fairly regular and similar in their washday habits. As a result, there are peak hours when machine capacity is at a premium as well as times when the equipment is standing idle.

All agree that if it gets the laundry out of the home in sufficient volume, it's worth the effort.

PART II: LAUNDRYOWNER'S EXPERIENCE—Michigan City, Indiana

"Did twice as well as expected . . ."

By HARRY YEATES

YOUR REPUTATION can work for you as a valuable sales tool if the right merchandising and advertising techniques are applied. That's the experience of Cecil Jannsen, Eastport Laundry, Michigan City, Indiana, who recently opened a coin-operated laundry in the rear of a new drive-in branch office.

For many years the name Eastport Laundry has been synonymous with quality laundry service to countless families in the community. Confident of this fact, Mr. Jannsen decided to woo the vast market of non-laundry users by offering them the kind of

convenient and economical service they couldn't get elsewhere.

To prove to himself that there was a real demand for this service, Mr. Jannsen traveled across the country and called on numerous coin-meter laundries operated by vendors who have had no previous experience in the professional laundry business. He returned a month later more confident than ever that he could capitalize on the name of his plant and make a success of a coin-operated laundry.

Choosing the location

The parent plant is located on the main east-west street only a few

blocks from the downtown section of the city. Mr. Jannsen wanted to open a combination drive-in call office and laundry on the second most important thoroughfare running north-south through the city.

After searching several months he rented a building on a corner lot formerly occupied by a quick-service operator who wanted "out." The property fit his specifications to a tee for several reasons:

1. The heavy flow of automobile traffic past this point, to and from the residential areas, justified the expenditure of setting up a drive-in spot.

2. A gas station on the opposite

Continued on page 18



Left: Front view shows Eastport Laundry's facilities for walk-in and drive-through service customers. Right: Rear view shows third entrance for self-service laundry customers and parking area

PART III: VENDOR'S VIEWPOINT—Oklahoma City, Oklahoma

"If machines run half a day . . . can make a profit"

By HARRY YEATES

WITHOUT EXPERIENCE, D. T. Terrell, owner of the Round-the-Clock Laundries in Oklahoma City, Oklahoma, boosted gross laundry sales to \$1,500 a month by the end of his first year in business.

He attributes the success of his venture to four things:

1. Good location.
2. Adequate parking facilities.
3. Low investment costs.
4. The convenience of having the plants open 24 hours a day.

Mr. Terrell opened his first coin-operated unattended laundry in August 1955. The site was just four blocks from a shopping center and within a stone's throw of a housing development where no laundering facilities were available. There were also a number of boarding houses in the area, which made the convenience of service attractive to the transient trade.

The building, measuring 15 by 60 feet, is situated on the main highway which feeds the shopping center. The parking lot can accommodate 10 cars and large illuminated window signs call attention to the fact that the laundry is open 24 hours a day, seven days a week.

The plant houses sixteen 9-pound washers and four 18-pound-capacity driers. These cost approximately \$200 and \$400 apiece respectively. Other equipment includes a hot-water storage tank and a water softener.

The plant is unattended but wall posters give operating instructions which are simple and easy to follow. The minimum charge for a washer load of clothes is 15 cents. Customers who want to dry the load may use the drier which is set up to operate on deposit of 25 cents on the coin-meter slot.

In the event that there is a mechanical failure or the customer somehow loses the money put in the machines, the customer has recourse. Preprinted complaint cards are kept



Simple instructions make attendant unnecessary. Most round-the-clock customers prefer to bring their own washing supplies. Equipment ratio of washers to driers is 4 to 1 in one plant; 3 to 1 in second. Opened six months, new outlet averages nearly \$1,000 per month

handy. All the customer has to do is fill one out and drop it into a complaint box which is attached to the wall next to the instruction charts.

When this happens, the management makes a refund by mail. According to Mr. Terrell, only two such complaints have been made in the course of a year.

Comfort while waiting

In addition to the equipment, the plant has tables and chairs which the customers may use while waiting for soiled work to be completed. The plant also has cigarette and candy machines which were installed on a lease arrangement. These units contribute about \$50 a month in extra income.

Mr. Terrell opened his second store six months ago. It, too, is located near a shopping center and is set up in much the same way, except that it's twice the size of the former.

The second plant has 25 washers and eight driers. Without any great hullabaloo or promotion, volume here has already reached almost \$1,000 a month.

In the past, the management has announced its openings by mailing out about 5,000 cards to addresses in the

immediate neighborhood. The list is compiled from a city directory and the response amounts to about 10 percent. No other advertising is used after that.

Low operating expenses have been an advantage in this type of operation. Utilities run approximately 15 percent of gross income.

The janitor, rent, insurance against vandalism and depreciation of equipment run to about \$1,000 a month for the two plants. This includes the services of a watchman who checks the locations during the night.

Mr. Terrell handles all the maintenance of equipment that needs to be done. He keeps a reserve machine in the rear of each store and simply switches the units when extensive repairs are necessary. Most of the repairs can be made on the premises.

Mr. Terrell notes that almost 90 percent of his customers prefer to bring their own washing supplies. The rest buy from the plant's coin-operated vending machines.

While no survey has been made to determine the extent to which equipment is used after sundown, Mr. Terrell observes that he will make a profit if the machines are running only 50 percent of a 24-hour day. □□

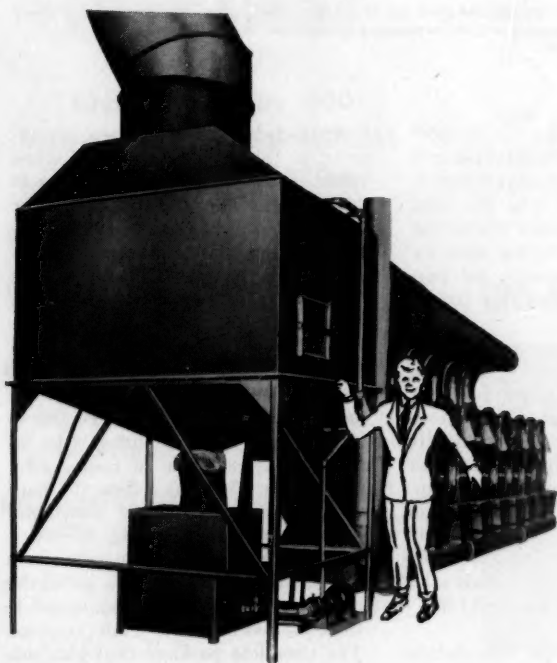
IF YOU USE 9 TUMBLERS GET THE OUTPUT OF TWELVE-DAILY!

Laundries buying the



LINT COLLECTOR

are getting this increased "profit-power"
with up to 30% more output and profit!



*** THE E/C LINT COLLECTOR
WILL ELIMINATE YOUR FIRE HAZARD
AND CUT "DOWN-TIME" LOSSES, TOO!**

12 Page booklet available by
letterhead request on E/C
Specialized Laundry Equipment

World's
Largest Mfr. of
Loading Hoppers—
Lint Collectors and
Circulating Soap Systems

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**EASTERN
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CLIFTON, NEW JERSEY

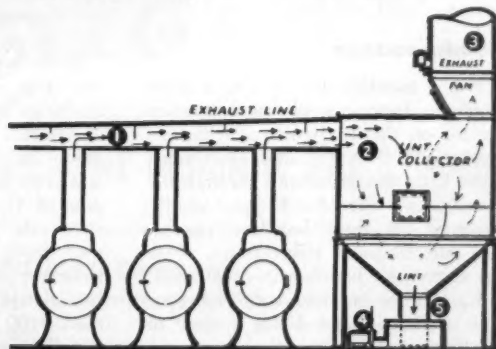
Manufacturers of: Circulating Soap Systems-Loading Hoppers

If you seek better methods to **cut operating costs**—increase tumbler production per day, or per week—certainly you **should** investigate the solid advantages of an E/C Lint Collector. For, without effective lint trapping you run increased risk of **fire hazards**, and serious "**down-time**" losses. Why put up with it when you can easily install an E/C and knock these problems out . . . cold!

Right now 74 commercial and institutional laundry managers have taken a fresh look at their lint problem. Then acted. They bought E/C's engineered for their tumblers and capacities. They **depend** on its performance as a **big help** to increase production up to 30%.

You ask the questions. We'll give complete facts. Show where this **real performer** fits into your plant, and makes itself **indispensable**. Contact us now for an E/C Representative or distributor to discuss your requirements. You'll get attentive, prompt action.

**For more information: Contact any of the
LEADING Laundry Machinery Manufacturers
(our Representatives).**



DEALER'S DESCRIPTION

Continued from page 10

no store owner is willing to become a part of any sort of "rags to riches" epic. In fact, one experiences the greatest difficulty in even contacting an owner except by a note dropped into a box used for reporting failure of a meter box to acknowledge insertion of a coin by a customer.

A buyer of this package can select his own property, or if he prefers, this distributor will select a location for him and set it up complete to the last detail ready for operation, for a total of \$16,000. One half-page ad in the local newspaper announcing the opening is included, and 5,000 colorful handbills are distributed to spread word of the event in the locality.

For an additional \$110, a sign kit is offered which includes every type of sign needed for proper operation of the equipment, big opening-day signs for the windows and outside sign, all on durable all-weather prestwood. Even decals for prices on each piece of equipment and decal numbers for each piece are part of the kit. In other words, a package is all set to operate from the moment the doors are opened with nothing additional needed on the part of the buyer.

Equipment in each store includes a hot-water system, with a 300-gallon hot-water storage tank served by two booster heaters, capable of heating 500 gallons of hot water per hour, and all occupying 32 square feet of space. Twelve hundred square feet of floor space is the minimum required for a store, preferably 60 by 20 feet of frontage. Either thirty 9-pound open-end washers and five small electrically-heated tumblers . . . or five tumblers with ten 16-pound open-end and ten 9-pound open-end washers are provided, according to choice.

Inclusive package

For a monthly fee of \$40 a store receives twice-a-week maintenance service on this particular distributor's equipment. This includes emergency night calls, too. Insurance through the distributor is offered at \$18 per month, covering fire, theft, burglary, vandalism and business interruption, since the distributor handles his own paper.

Each store has two coin changers. One gives two nickels for a dime or five for a quarter. Another gives any selected combination in change for a 50-cent piece. So far less than 1 percent loss has resulted from coin-box robbery or vandalism.

Prices to customers run 25 cents for the use of a 16-pound washer fitted with a coin meter to take 25-cent



Poster kits in California include complete set of professionally painted signs to cover every situation—cost \$110. Insurance and maintenance packages are also available

coins. Fifteen cents is the cost to operate the 9-pound washers, payable in 5 cent pieces through the coin meter. A 5-cent piece inserted into the coin meter on a drying tumbler allows the customer a 5-minute drying time for her wash. The coin meters are purchased from a New York firm for all equipment.

As an idea of the success of the package sales campaign it is worth mentioning that for the first full year of the firm's operation under the franchise, gross sales amounted to slightly over \$100,000. According to the West Coast distributor the package plan instituted as recently as September of 1956 has so far enabled the firm to gross between \$80,000 and \$90,000 each month so far in 1957. Gross sales are expected to reach nearly \$1,000,000 by year's end.

Since September 1956, this distributor has installed 42 such package laundries and is setting up 12 more at present. Estimates as to the cost of operating one of the coin-operated laundries are based on a monthly volume of \$1,600. From his past experience with the operations the distributor feels expenses, including rent, insurance, utilities, maintenance and housekeeping, should run no more than \$400 per month. Most \$16,000 installations, to his knowledge, show a profit of around \$800 per month on this kind of volume.

None of these coin-operated laundry installations bears the owner's names, since most owners apparently are content to remain anonymous. So far, according to the distributor, no West

Coast launderers have shown any interest in this type of operation when approached. As a result, investors in this field are far removed from the laundry business, interested only in securing suitable returns on their investment, unhampered by any dreams of providing a "needed service" to a grateful public.

Most sales of coin-metered equipment in the past have been made to people of modest means who desired to go into the washing business to keep busy in their declining years, or through desire to be in business for themselves. This was selling the hard way. For one thing, the distributor felt it took just as long to sell a mamma-and-papa combination on a coin-metered laundry and a lot harder to arrange for payment than to sell to someone with ample cash reserves. The complete package deal idea was born out of the necessity of offering an open-and-shut proposition to hard-eyed business men with ample funds to invest.

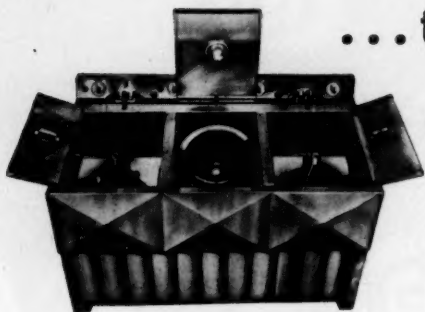
It is this distributor's opinion that package selling of coin-operated laundries is strictly a West Coast innovation, and is not practiced in any other part of the United States.

Unattended coin-operated stores are catching on in Southern California, with customers seemingly quite happy to drop their money in the meters. They can overload the equipment to their heart's content and rest assured no custodian will take them to task for it. That may well be part of the attraction of the coin-operated laundry; who knows? □□

STOP COSTLY LOSS CLAIMS

with fast, efficient **UNI-MAC**

... the Industry's Most Versatile Equipment



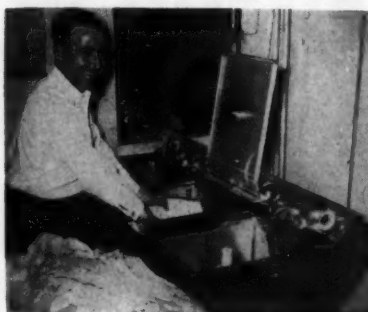
UNI-MAC TWIN 400 HEAVY DUTY COMMERCIAL WASHER-EXTRACTOR

- ✓ Anyone can operate.
- ✓ Washes and extracts up to 120 lbs. per hour.
- ✓ Washes bundles individually. No marking, detailed sorting, classification or netting. Eliminates customer loss-claims.
- ✓ Exclusive *Jetspray-ball* assures thorough rinsing.
- ✓ Back direct drive extractor—patented brake, automatic stop. No foot pedal.
- ✓ UNI-MAC puts 10 sq. ft. of non-productive floor space to profitable use.

80% of loss claims result from misplaced re-runs. UNI-MAC is ideal auxiliary equipment for fast, efficient laundering of these "problem children" and small lots of fugitives, socks and silks. With UNI-MAC you process these items quickly and economically, return them to the main bundle and end short deliveries. You keep customer satisfaction and eliminate costly loss claims.

And with the versatile UNI-MAC you can offer profitable UNI-MAC Fluf-Fold service . . . a budget bundle that will lead to increased volume in shirts and drycleaning.

UNI-MAC PROVES ITSELF AT B & V CLEANERS



Larry Bontempo, operator of B & V Cleaners, Mountain Lakes, N. J., smiles because he is happy with his efficient UNI-MAC TWIN. He easily washes and extracts 100 shirts an hour.

Drycleaning volume has increased steadily since offering customers this quality shirt service.



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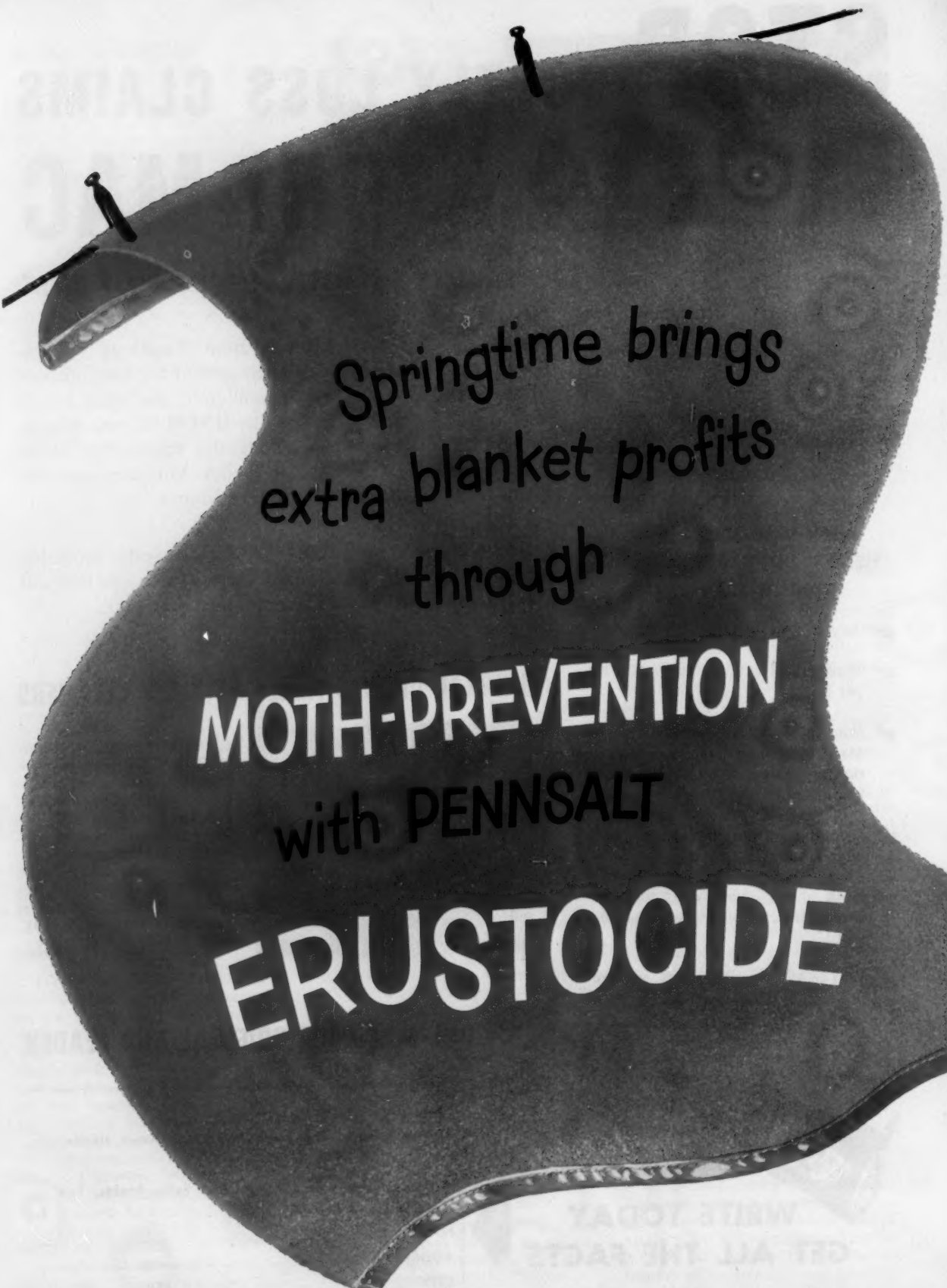
Gentlemen:

We're interested in Savings and Extra Profits. Tell us more about UNI-MAC.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Springtime brings
extra blanket profits
through

MOTH-PREVENTION
with PENNSALT
ERUSTOCIDE



Attract woolen blanket business *your way*! Let your customers know how inexpensively you can protect their blankets against moths before they're put away for the summer.

Dependable Pennsalt **ERUSTOCIDE®**, employed in a special treating bath, helps woolens repel moths all season long—in fact, till the next washing.

ERUSTOCIDE is the same fine Pennsalt sour you use regularly for color-setting, for acid-washing fugitives, and for producing fluffy, sweet-smelling, easy-ironing flatwork.

Put **ERUSTOCIDE** on this extra job of bringing new woolen blanket business to your plant. Here's how Pennsalt helps you tell the world:

- "Rusty the Moth" buttons for your drivers' lapels, to build customer curiosity
- Small pocket displays for driver use, showing actual patches of **ERUSTOCIDE**-treated and untreated blankets, dramatically proving **ERUSTOCIDE's** power in moth repellency
- Bundle inserts and counter displays
- Newspaper ad mats

ASK THE PENNSALT LAUNDRY DISTRIBUTOR how you can use this hard-working promotion kit for increased blanket business. Or write Laundry & Dry Cleaning Dept. 441, Pennsalt Chemicals Corp., Three Penn Center, Philadelphia 2, Pa.

PENSAL® silicated alkaline detergents

ERUSTICATOR® spot remover

POWER-PAK® charged-system detergent

ERUSTO® laundry sour

PERCHLORON® high-test calcium hypochlorite bleach

PENPRIM® sizing

ERUSTO-CETIC® wet-cleaning sour

and many other products developed through Pennsalt's wide experience in textile processing.

*POWER-PAK AND PENPRIM ARE TRADE MARKS OF PENNSALT CHEMICAL CORP.





One girl waits on motorists, walk-in customers and self-service users in need of assistance. Laundry is shut off from store at night

LAUNDROWNER'S EXPERIENCE

Continued from page 11

corner attracted customers all night long, so that the idea of staying open 24 hours a day already had a certain amount of acceptance in the neighborhood.

3. A bowling alley adjacent to the property drew business from men and women who were potential customers for a self-service laundry during the evening hours.

4. A city park directly across the street provided excellent playground facilities for children. Parents could be using the coin-meter laundry while their children played across the way.

Revamping the building

A partition was constructed to separate the building into a call office and a laundry. A carport was added and large plate-glass doors and windows were installed. Gravel was used in constructing a drive-through along the side of the building and a parking lot in the rear. Railroad ties divide the parking lot from the drive-through area. This makes it easier for automobiles to exit through the rear after leaving bundles with the carhop.

White stripes were sprayed on the gravel to indicate a parking pattern for six automobiles. Parking space for three additional cars is provided along the opposite side of the building from the drive-through area. This is in front of the entrance to the coin-meter laundry.

The building was painted white with contrasting navy-blue accents on the carport. This matches the color scheme at the main plant and the route trucks. A large illuminated sign

with removable letters was installed on top of the building using the same plant colors. Spotlights were erected in the parking area.

Test run and open house

The combination call-office and coin-operated laundry opened on March 1. Several days before they were ready for business door-to-door distribution of 3,000 circulars was made announcing the opening. They called attention to the prices set at 20 cents a load for the washers and 10 cents for the use of each drier. The advertisement was hung on the front doorknob of each home within a radius of one mile of the new store. With the assistance of the sales manager, Robert Riechel, and personnel from the main plant, this task was completed in eight hours. Cost of the doorknob hangers ran around \$60 excluding the cost of distribution.

On the first two days of the opening the plantowner and several employees from the main plant were in the new laundry to greet people who stopped by.

Each customer coming in with a laundry bundle was given a dime. The money was given regardless of how much or how little the customer brought.

Working on the theory that education and training can be helpful in this type of operation Mr. Janssen personally showed people how to operate the change-making machines, how to put the money in the washers, how to regulate the machines, etc. In most cases he did the work and processed the bundle for each customer. He also distributed dimes for soft drinks, coffee, candy bars and ciga-

rettes from dispensing machines which were installed before the automatic laundry opened.

Several hundred persons attended the preliminary opening. On the first day the plantowner distributed \$23.40 to promote customer goodwill. The second day he spent \$34.50 worth of coins. Since there had been no newspaper advertising everyone who attended the trial run came, it was assumed, because of the door-to-door circular promotion. According to the plantowner, repeat business from the same customers during the second week was most encouraging.

Grand opening

The official opening celebration was held during the third week. On Friday evening a full-page advertisement was placed in the local newspaper by members of various trade groups who participated in reconstruction and equipping of the building. The plantowner didn't pay a cent for this publicity.

In the same issue of the newspaper was carried a full-page advertisement announcing that the branch would be open to visitors Saturday and Sunday. And a 50 percent discount on all shirts and drycleaning was offered if brought on Saturday. The advertisement also announced that everyone who registered in the branch office would be eligible for cash awards to be made during the following month.

Over 300 red roses were distributed to women who brought drycleaning and laundry to the call office on Saturday. The next day (St. Patrick's Day) provided a perfect opportunity for the plantowner to offer a green carnation to all comers. No mention was made of bringing drycleaning or



POLLY PRIM'S PREFERENCE — "Keeping Neat and Trim with Polly Prim" is a familiar phrase among customers of the Polly Prim Laundries in Milwaukee. With two plants and 40 trucks, Polly Prim is considered one of the finest laundries in its area. For several years, it has used Prosperity Apron Duck and has kept accurate records of the results. In every instance, Polly Prim found that Prosperity provided greater efficiency and longevity than experienced with any other apron brand. This is another example of how fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

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Always look for this purple stripe in all PROSPERITY* and ORIOLE* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

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*Trademark Mount Vernon Mills, Inc.

laundry in on Sunday. But the response was terrific. In fact, drycleaning volume during the two-day celebration went to well over \$1,800.

Several thousand people went through the branch office and laundry during the week end. Two employees from the main plant were on hand to greet customers as they entered the drive-through and invited them to inspect the coin-meter laundry.

The plantowner spent this time instructing visitors in the use of the equipment. He also showed people the water softener in the basement and explained how it helps produce a better job of washing. This gave him an excellent chance to show why professional laundry service was better than home washing without water-softening equipment.

What advertising accomplished

The plantowner wanted primarily to identify the old, established laundry name with the new branch. So he concentrated initial promotion on the fact that Eastport Laundry had opened a new call office with drive-in facilities and carhop service at a new location in the city. Newspaper advertising included publicity about a self-service, coin-operated laundry adjacent to Eastport Laundry's new branch office.

Once this had been accomplished he concentrated on a heavy tie-in campaign with the coin-metered laundry. After he was sure that there was no opposition to service, he proceeded to advertise the new service and identify it as an addition to the main plant.

As advertising increased in the new location, call office volume at the main plant went up to beat last year's figure for the same period.

In the beginning there was no identifying sign of any type indicating the relationship between the coin-operated laundry and the Eastport Laundry. But later a large sign was installed along the back of the building facing the parking lot.

From now on the display sign on the front of the building will be used for specific promotions in the self-service laundry. Shirt service, drycleaning and specials on family bundle work at the parent plant will be advertised in the branch.

Costs and equipment

Mr. Jannsen installed twelve 9-pound washers and three 18-pound gas driers in the new laundry. Plus a change-making machine, a soap-dispensing machine and other vending machines for customer conveniences. Approximately 50 percent of the customers bring their own soap, bleach

Gross receipts (first month of operation) in new location

	Coin-meter laundry	Drycleaning	Laundry
1st week	\$ 53.50	99.64	39.82
2nd week	68.60	92.98	47.78
3rd week	82.70	920.53*	101.47*
4th week	105.10	208.28	71.68

* The two-day special at a 50 percent discount from regular price.

These figures do not include receipts from soft drinks, coffee or cigarette machine. But these items carry a 35 percent profit.

and blueing although these products are provided in the dispensers.

A 30,000-gallon-capacity water softener and a 700-gallon hot-water tank were installed in the basement. Cost of installation, including the washers, driers, water heater, tank and softener, ran around \$10,000. Sewerage facilities and electrical outlets were already connected when the building was rented. An additional \$9,000 was spent to redesign the building, provide parking facilities, construct the carport and erect the new signs.

Hours

The drive-in branch is open from 7:00 a.m. to 6:00 p.m. six days a week. The coin-meter laundry is open 24 hours a day including Sunday, and, of course, is unattended when the branch front office is closed.

Results to date indicate that 60 percent of the volume is accounted for in the evening and 40 percent during the day. Male customers account for 35 percent of the volume. As yet no tabulation has been made of the number of customers using the laundry from midnight till dawn.

If a customer enters the laundry and wishes assistance she merely pushes the buzzer on the wall. The counter girl comes to the door to help her with the washers. When someone enters or leaves the store a bell on the door alerts the counter girl. When an automobile comes in contact with a rubber hose stretched across the drive-in area a bell rings and informs the counter girl that someone is waiting outside.

Getting attention

The location is well illuminated during the evening hours. Late at night the front sign is darkened and attention is directed to the store at the rear of the lot. Lights remain on the parking area throughout the night.

Recently the plantowner called the telephone company and requested that a pay phone booth be installed on his corner. He even went so far as to ask that it be placed on his prop-

erty next to the drive-in carport. The booth is wired so that it stays lit all night. The plantowner pays the expense. He's now working with the postal authorities to have a mailbox installed on the corner. Bus service is available in front of the call office. The more activity present the better the chance of patronage.

To main plant

The plant maintains shuttle service three times a day to the new drive-in branch. This route is handled by the wholesale route salesman who makes the trip in between his regular calls.

The coin-operated laundry has had a positive effect on getting drycleaning and family laundry bundles from people who never sent work to the plant before. There has been a noticeable increase in the number of shag rugs and blankets dropped off at the new branch outlet.

When a customer brings a family bundle into the branch and doesn't wish to process it herself the counter girl places the bundle in the washer when she has a spare moment. In this case she uses dimes that have been dipped in red paint. This way the amount won't be added to the total receipts of sales in the store. The bill is charged through to the main plant at prevailing prices and she writes a regular bill.

On bundles up to 9 pounds the counter girl charges double what the machine would take and charges it off as profit for the main plant. Otherwise, the regular price is charged.

Future plans

If business continues to grow as rapidly as it has, the plantowner plans on adding two more carhops for the branch office and eight more washers in the laundry. He believes that the average profit from 20 washers could be 55 percent of the gross figuring that overhead is spread over 24 hours per day. In addition, the rent can be charged proportionately to the laundry and the branch office. Insurance rates can also be divided. □□

You need InkGo® to do a thorough stain removal job



*It's the answer to dozens
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No laundryman today can afford to do a "half-way" job of removing stains. Especially when *InkGo* makes it so easy to give customers the completely stain-free laundering they want. *InkGo* is Wilson's unique permanganate-base oxidizing agent—the safe, time-tested stain remover that works when no other treatment does...the product that takes out the difficult "last half" of partially removed stains. You can use *InkGo* as a spotter on small stains, in a bath for large ones. Either way you'll find it a valuable aid in eliminating many troublesome stain problems.

Order a bottle of *InkGo* from your jobber
...get handy dispenser free

A. L. WILSON CHEMICAL CO., Kearny, N. J.

Check this partial list of stains that InkGo removes

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|---|-------------------------------|
| ■ BASE of MARKING,
BALL PEN,
WRITING INKS | ■ COFFEE, TEA,
SOFT DRINKS |
| ■ LIPSTICK and
CRAYON residue | ■ PERFUME and
COSMETICS |
| ■ FRUIT and
FRUIT JUICE | ■ OXIDIZABLE DYES |
| ■ WINE and LIQUOR | ■ INDELIBLE PENCIL |
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InkGo is excellent for restoring whiteness to fabrics that turn yellow in the wash... is a safe controllable bleach for synthetics.

**"Stain
Removers** *are our only business"*



Sell work is brought in by flat-bed conveyor in foreground and then hung on appropriate lift conveyor. Towel and sheets and pillowcase lifts are at left. Regular work is hung on third lift just out of sight at right

Linen Supply conventioners find

No Legmen Wanted in This Plant

*How conveyors make the giant, multilevel
Pennsylvania Laundry a close-knit operation*

By HENRY MOZDZER

One of the highlights of the recent Linen Supply convention was the plant tour through the Pennsylvania Laundry Company in Philadelphia, Pennsylvania.

It is believed to be one of the largest and most efficient plants in the nation. Its buildings take up an entire city block. It employs 500 persons and has a fleet of 122 motor vehicles. During the average 40-hour run this plant processes 250 tons of laundry a week.

The Pennsylvania Laundry Company serves large commercial accounts and provides all wash and press work service for the Penn-

sylvania Linen Rental Service, the Pennsylvania Overall Rental Service, the Humpty-Dumpty Diaper Service, and ship laundry services.

It also serves other plants in the integrated system in Atlantic City, Harrisburg, York, Reading, as well as branch linen supply and laundry operations in these and other cities of Pennsylvania, New Jersey and Delaware. While these are separately administered, centralized general management makes possible coordinated planning, scheduling and control of services and records.

THE CONVEYOR SYSTEM at the Pennsylvania Laundry Company is not the only unusual feature of this modern linen supply plant, but it is one of the most impressive.

Every opportunity was taken to reduce nonproductive manual effort between work stations to a minimum. Some of the conveyors are unusual; others are not. But all serve to tie this sprawling multilevel plant into a close-knit and highly efficient operation. Certainly more efficient than it had been four years ago before the conveyors were installed.

The linen rental service makes up between 80 and 90 percent of the plant's work volume. Here's the way

Continued on page 26



• **SUDS** with **NEW** **PRIME SÖHP**

... the scientifically built, complete soap which does beautiful work.

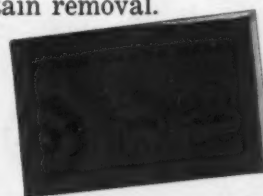
• **SCRUB** with **ph osrite**

... the newly developed wash accelerator which teams up with PRIME SÖHP carried over from the SUDS, and SCRUBS out deeply imbedded soil.

• **BLEACH** with **HYCON**

... the highly concentrated dry bleach with double action stain removal.

Write today for your free 16 page booklet, "A New Way to Wash." Find out how to wash better, increase washroom capacity and save money.



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129th Year of Continuous Progress in Manufacturing Fine Laundry Products

Automation can cut costs for you

American Cascade—Unloading Washers, Automatic Controls

High production! Labor-saving! Economy!

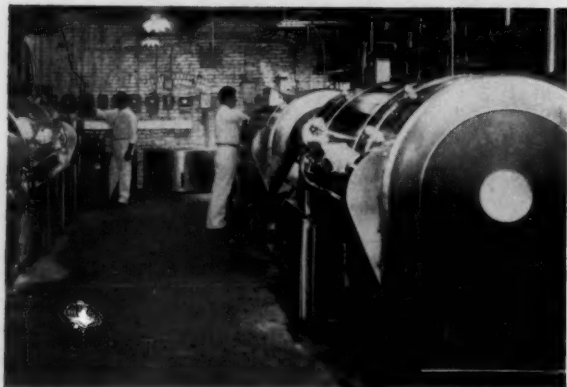
Like the laundries shown here, you can enjoy the benefits of automation *now* with American Cascade Unloading Washers equipped with Cascade Full-Automatic Controls.

Set the formula plate. Fill supply compartments of Control. Push the "start" button and walk away! When the washing cycle is completed, touch another button and the hundreds of pounds of washed work will tumble automatically into waiting Notrux Extractor containers.

Why wait any longer? Automation is as close as your nearby American Man from the Factory. Contact him for complete details, or write for Catalogs AB 334-422 and AB 134-322.



Production is up 50%, water, steam and supply costs reduced \$110.00 per month at Gates Towel and Linen Supply Co., San Diego, Calif. Labor turnover is no longer a problem, and one less operator is required to handle the high-production Cascade Unloading Washers with Automatic Controls.



Half of former floor space is needed for washroom since Model Paris Laundry, Bloomington, Ill., switched to modern, labor-saving Cascade Unloading Washers with Automatic Controls. Washroom costs are down 25%, with 15% saving on supplies and water, 5% on power, one less operator needed.

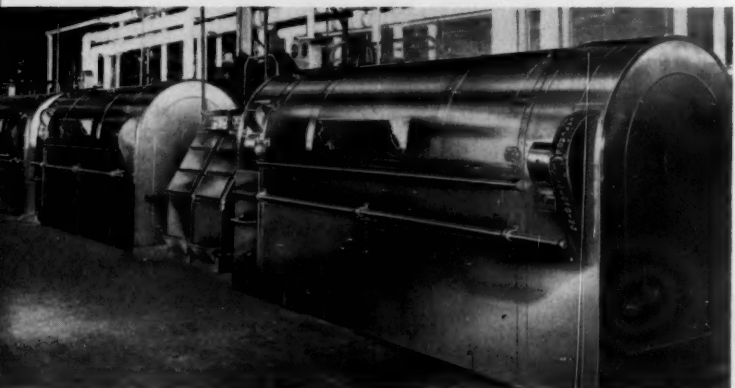
The American Laundry Machinery Company, Cincinnati 12, Ohio



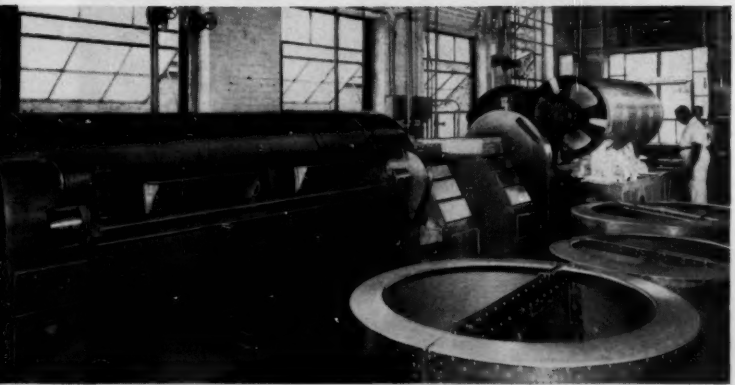
"Much easier to break in and hold help," with these automatically controlled Cascade Unloading Washers, is report from Pilgrim Laundry, Chicago, Illinois. Besides improving washing quality, the mechanized washroom has reduced costs through savings in labor, supplies, water, steam, power and floor space. It also requires less maintenance.



"Investment will be amortized by savings in supplies and nets alone" reports management of North Chicago Laundry, Chicago, Ill. Installation of Cascade Unloading Washers with Automatic Controls improved quality of work, reduced overall costs through savings in labor, water, steam, power and floor space.



320 man-hours were saved every week when Excelsior Leader Laundry, St. Louis, Mo., installed these automatically controlled Cascade Unloading Washers. This modern equipment also cut supply costs 50%, saved 1760 sq. ft. of floor space.



Over \$3,000.00 annual savings in washroom labor resulted, and Cascade Unloading Washers with Automatic Controls eliminated all overtime at Hartford Apron and Towel Supply, Hartford, Conn. Production also increased 9%.

You can expect more from

American



Continued from page 22

it goes through the plant: The soiled work is brought in at one end of the plant and completed work is picked up at the other . . . straight-line workflow.

The soiled work is unloaded from the truck directly on to a flat-bed conveyor. The work has already been presorted by the driver. All barber towels go into blue denim bags. Sheets and pillowcases go into other bags which are identified by red, white or blue tags depending on the stop (motel, hotel, hospital, etc.). The regular work (consisting of table linen, dish towels, aprons) goes into bags which have none of the above designating signs.

The conveyor carries the bags through a wall into the soil room proper which is sealed off from the unloading dock. As the bags arrive they are placed onto one of three chain lifts depending on classification. The chain lifts move the bags to overhead rails controlled by air-operated switches for storage. When they are ready to be processed the supervisor releases a switch which allows the bags to roll down the overhead rails to the soil counters.

The soil counters pull a rope at the bottom of each bag which opens it and dumps the contents onto their work tables.

On retail routes the soil is counted by the driver at the time of pickup and this is the basis of delivery the following week. Garments are identified by route, day and customer. Most are served once a week.

Wholesale route customers are served more than once a week. The soil is counted in the plant and the garments are identified by route and customer but not by day. Some accounts are carried on standing order.

On sheets and pillowcases as well as barber towels the work is simply counted and sorted and put into trucks—to be taken to the washroom.

The regular work, however, requires more handling because of the variety of items. To simplify this task, Pennsylvania Laundry has installed a segregating flat-bed conveyor having three levels and five belts. It can be worked from either side and it flows two ways.

The top conveyor carries dish towels. The second and third carry napkins of different styles (in this case corded napkins go on one belt and block napkins on another). Each classification falls off the conveyor into a truck.

The fourth conveyor is for starch-work—shirts, pants, frocks, etc. These are reclassified at the end of the conveyor for the convenience of the fu-



Triple-deck conveyor is used to separate regular work into five classifications, can be worked from either side. Pennsylvania's linen rental service is operated on a modified bundle system

ture pressing. The fifth conveyor is for remaining flatwork — aprons, towels, etc. This classification is also reclassified again so that like items are washed together.

All work going to the wash area is weighed and washed in load lots. The washing equipment consists of eight 54-by-108-inch self-dumping washers; two 60-by-96-inch Y-pocket wheels, and one 42-by-100-inch wheel with a 450-pound capacity for odd lots. All supplies are automatically piped di-

rectly to the washers from a central supply room. The work is then moved to either the 60-inch centrifugal extractors or to two hydraulic units which squeeze a 160-200-pound load in 4½ minutes.

The work is conditioned in three 200-pound-capacity combination oil-gas-fired tumblers. Or it is dried in one of the plant's seven 42-inch tumblers.

The flatwork is trucked to the flat floor in spring loaded hampers, the

Continued on page 28



Revolving door set in chute cuts down on objectionable draft that used to rush up from the floor below

WHY

WHITEHOUSE

**COVERS AND FLANYL ARE
TAILORED TO YOUR NEEDS**

These Whitehouse products are designed especially for the laundry industry—and they are "customized" to meet your exact requirements.

We tailor Whitehouse cut covers and nylon "flanyl" pads to assure the finest "drape" and a perfect fit. This gives you long, long wear. And it makes possible better quality work with a smoother finish.

These quality products are boxed and labeled for handy storage. Adequate stocks permit speedy delivery when you need it. Insist on Whitehouse cut covers and "flanyl" pads!

Continued Leadership Through Constant Research



360 FURMAN STREET • BROOKLYN 1, N.Y.

Segregating conveyor in assembly carries work overhead to predetermined rail where hangered work drops off automatically and is stored



Continued from page 26
bottoms of which rise as work is taken from them. The flat department equipment includes eight 8-roll irons and one 12-roll. The latter is used for aprons, pillowcases and other heavy work. Two ironers are used for small pieces. Three are used for sheets only and are equipped with spreaders and folders. One other ironer equipped with a folder is used for table linen only. One ironer, having folders and stacker, is used for barber towels. The last ironer is used for continuous towels and small pieces.

All finished flatwork is placed on a flat-bed conveyor which backs up the ironers and carries the work down three floor levels to the assembly room at the far end of the plant. This is the longest conveyor in the plant, running a full city block. It takes between 15 and 18 minutes for a stack of finished linen to run the full distance.

Once the work reaches the assembly department it is packaged for routes in bulk from lists prepared from punch cards. Invoices and statements for all accounts are prepared on punch cards with the exception of special deliveries which are hand-written.

Retail charge accounts are billed monthly; wholesale charge accounts are invoiced and billed weekly with a summary and extension mailed monthly.

All press work (shirts, frocks, coats, work pants, etc.) is sent to another department for wet inspection and mending. Pieces passing inspection are put on a flat conveyor which takes

them up one floor to distributors in the press department. (Items rejected are listed and orders for replacements are sent to the stockroom.)

The work is then distributed by hampers to three combination-type coat and shirt units and a fourth unit is used for finishing industrial shirts.

The balance of equipment on the press floor consists of 18 other units. Three bucks are hooked in tandem for the pressing of frocks and pants while two bucks and two mushroom presses are used for dresses and gowns.

Finished garments leave the units on hangers and move by cable conveyor past an inspector, transfer to a Dacron rope conveyor and go down to the assembly room.

One of the interesting innovations in the press department is management's solution to the problem of up-drafts experienced in moving hangered items between floors of departments.

To overcome these drafts, which would blow garments from the cable conveyor and create a nuisance to employees working in the area, management installed a unique revolving-door arrangement that has successfully overcome this problem. And between 1,400 and 1,500 pieces of finished work per hour are moved between floors in this manner.

On reaching the assembly room the starch work is ready to be stored. To simplify this task, the company uses an automatic segregator which enables the operators to make 60 different sorts from their fixed station.

Each hangered item is identified and pre-positioned on a carrier so that it will automatically slide off onto the correct storage rail as the carrier comes abreast of it. The rails on one side of the segregator hold work by routes, which the rails on the other side hold work by customer or type of merchandise.

No need for subassembly

The segregating conveyor eliminated the company's subassembly department where work used to be separated by groups of routes and then was reassembled into individual customer orders. It saves the work of some six or seven people.

The work is stored on the rail until the order is ready to be made up. Management feels that this practice makes for better quality and that it simplifies inventory control since it is easier to check sizes and stock visually when the items are hung.

Next to the assembly room is the stockroom where garments are made up for new customers, salvaged goods are replaced and garments taken out of stock for current customers. To keep track of individual orders the stockroom uses two marking machines with a heat-set permanent ink.

Many changes have taken place at the Pennsylvania plant which make it impossible to measure the actual savings that have accrued since the conveyors were installed. Suffice it to say that the management would never consider being without them. □□

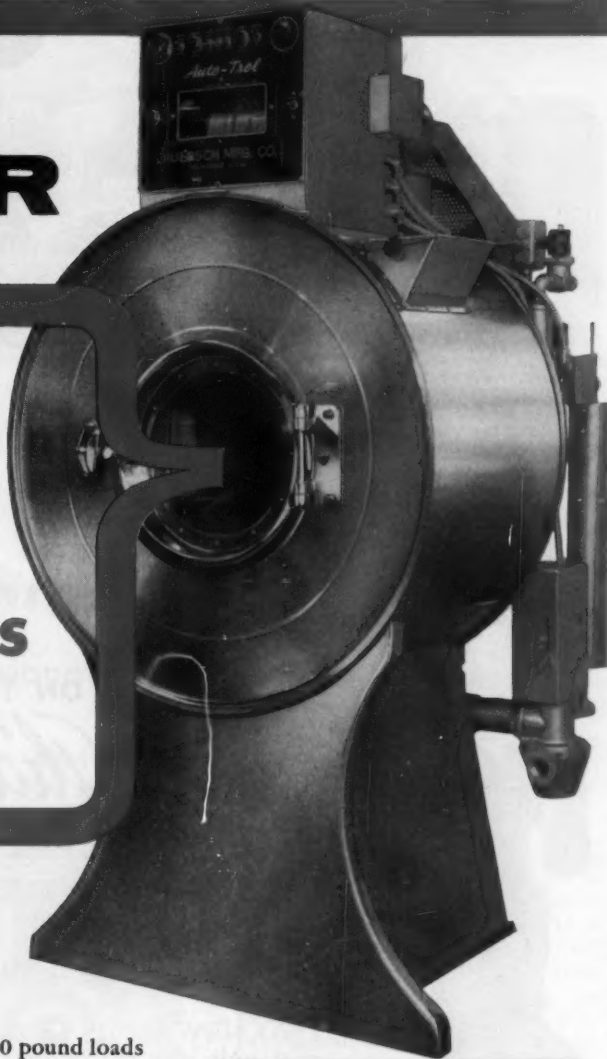
HUEBSCH

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5 TO
50
POUNDS

the ONE washer
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Here's a really versatile washer! Big enough for 50 pound loads . . . yet just as efficient when it comes to as little as 5 pounds! But that's only part of the story. The Huebsch Washer, with its big 37-inch drop and its reversing action, does a really outstanding laundering job, too . . . even on very soiled wash. It will pay to find out more about the Huebsch Washer. You'll be amazed at its ease of operation, simple maintenance . . . and the low price. Ask your nearby Huebsch jobber . . . or write directly to



CHOICE
OF
3
CONTROLS

Huebsch Washers are available in your choice of three types of controls: automatic, semi-automatic or manual. Choose the model best suited for your needs!

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UNSURPASSED SHIRT FINISHING

with these **TWO NEW MOST WANTED FEATURES**



ON THE 2 GIRL 3 PRESS

Glide-O-Matic

SHIRT FINISHING UNIT BY

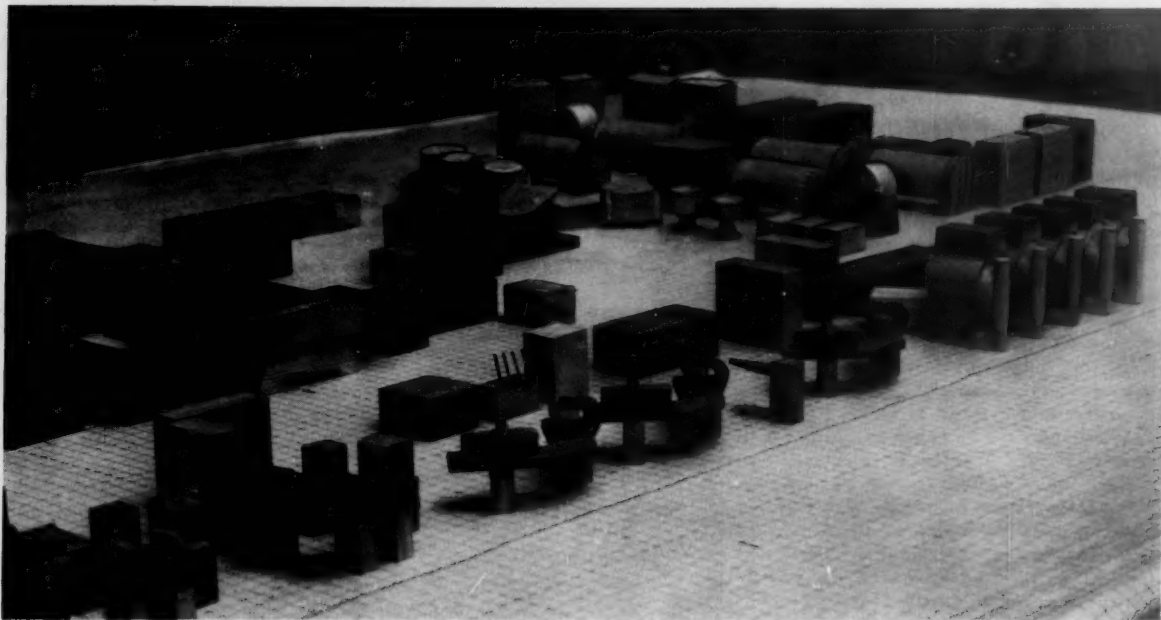
UNIPRESS®

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

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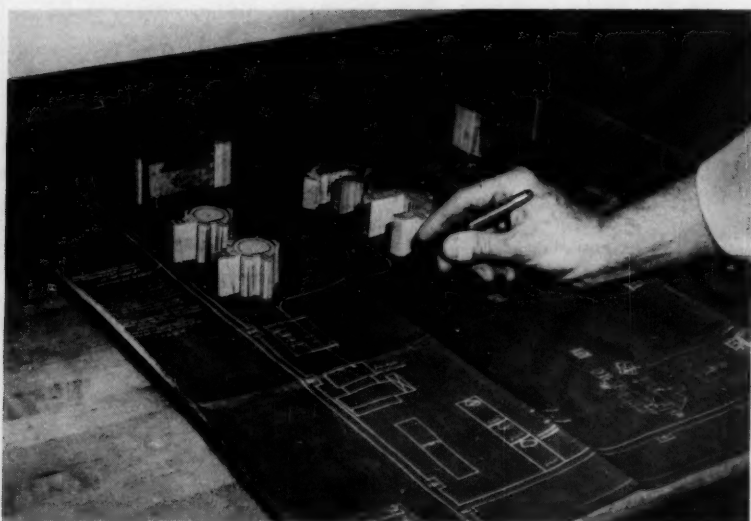


Scale models of equipment lend realism to planning. Note details rendered in depicting sock form, exhaust stacks and various finishing units. Each piece is marked to indicate power requirements

Scale Models Simplify Layout

Miniatures give three-dimensional view for better planning

By LOU BELLEW



Another version of 3-D layout technique is used by East Coast hospital manager. He glues templates to blocks of wood scaled to appropriate height, silhouettes them with band saw. Washer height is indicated in "dump" position. Block templates are harder to lose

BETTER ARRANGEMENT of equipment during the planning stage of laying out a new plant is possible through use of scale models made of wood. Lee Wagner, assistant production manager of Southern Service Company at the main offices in Pomona, California, has used his hobby of woodworking to good advantage.

In his spare time Lee has used the power equipment of his home workshop to fashion scale-model reproductions of every piece of production equipment used in a laundry or dry-cleaning plant. Built in a scale of $\frac{1}{4}$ inch to the foot in order to conform to $\frac{1}{4}$ -inch graph paper used in arranging plant layouts, the little wooden models are a far cry from the usual flat templates.

The chief advantage of the three-dimensional models is in making the planner instantly aware of the height

Continued on page 32

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of each piece of equipment and extra space needed for certain moving parts such as the head of a press, which is often not considered when using the conventional template. Height is a very important factor where dump washers are to be used in plants with low or beamed ceilings.

Also, by being constantly aware of the various shapes of equipment, a planner can do a better job of estimating space for truck-ways and arrange to leave sufficient room for efficient maintenance along walls or between pieces of equipment. A matter that is too often overlooked until the equipment is installed.

Mr. Wagner estimates he can make a replica of a six-roll flatwork ironer in an hour and a wearing apparel unit in about 30 minutes with his power equipment. It is often possible to cut down the actual time by shaping a longer piece of wood in the same operation to provide material for several of the basic parts desired. For instance, in the case of the six-roll ironer the rolls started out as a flat piece of wood. The rounded tops of the rolls were shaped with the wood-working power equipment and then cut to the desired width for the model.

Elaborate details, such as fragile little legs for tables, shelves for bins, fancy bases for presses and such, were deemed unnecessary. But the presses actually sport bucks and heads along with the head-activating arms of the frame. Small blocks of wood made to scale are used to indicate baskets, tables, bins and trucks. Even a sock form is a block of wood with small pieces of wire bent to the same angle as the regular sock forms.

Tumblers show the exact shape of a conventional unit, even to a section of the tumbler exhaust stack which has to be considered in its proper placement. Extractors were amazingly realistic even to the point of being accompanied by removable baskets . . . which need space, too.

The next step will be the painting of the models in the actual colors used on the big equipment, and it should be something to see. Incidentally, the power needs are simplified for the planner since each little model is marked with its horsepower rating.

As Lee Wagner puts it, it's easier to move equipment on paper than after it's installed in a plant. These models have been used over two years, including several remodeling jobs among the many Southern Service Company plants, as well as in one new big plant in Long Beach (which *STARCHROOM LAUNDRY JOURNAL* featured some months ago). To date nothing has had to be moved. □□

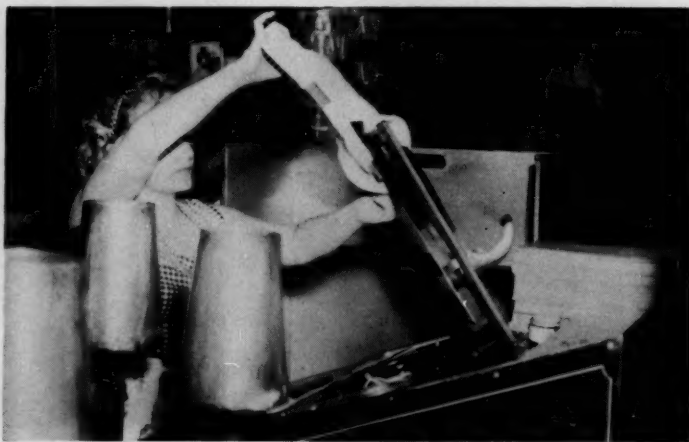


Shirt Unit Shortcuts

MERRY-GO-ROUND rig permits shirts to cool before folding at Troy Laundry & Drycleaners, Des Moines, Iowa. The rig was made from a cultivator wheel to which six poles were welded at 15-inch intervals. The poles are capped with galvanized sheet-metal collars coated with a plastic material to keep them bright and clean. As the finisher removes a shirt from the press, she buttons it on to one of the holders. The folding operator turns the wheel with her right hand and takes the

shirts in order as they come around.

In studying the shirt folding operation, Troy management noted that the operator was obliged to stretch and reach for the folding blade which would flap back over the unit every time a shirt was removed. To keep the blade within reach management fitted the folding table with a one-inch metal bar bearing a \$2 magnet at its tip. This keeps the blade from flapping back too far and holds the blade ready for the next folding.—*Harry Yeates*



Your **BEST Salesman...**
Flatwork with
"PERFECTION" FINISH!

RED EDGE
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*Available in the right Types and Styles
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STANDARD 1/4" and 3/8"

FOR FLATWORK IRONERS: 1/4" and 3/8"
Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: 3/8" Style, Redi-cut and Bound
Pads. Also available in Press Padding Rolls.

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FOR FLATWORK IRONERS: 3 Cut and Bound
Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

*All 3 Double Thick Cut and Bound Pads
available WITHOUT Binders if desired.
Single Thick Pads available in all 3 cotton-
asbestos styles for Flatwork Ironers using
spring padding.*

"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses... treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

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Knitted Padding

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When you press
THIS button . . .



YOU GET WASHING ACTION *not just chemical re-action* **BRAUN UNIT WASH** **COMBINATION WASHER-EXTRACTOR**

Following their policy of staying "in league with the future", the makers of the Braun Unit Wash combination washer-extractor offer three giant steps toward bringing automation to the modern wash plant.

1. It borrows from the past in mechanizing the scrubboard.
2. It reaches into the future in combining wash, extraction and shake-out in one machine.
3. It brings the sensational new technique, "critical point extraction," to the washroom.

To get a better wash job, you have to start with a better wash action — Braun assures the cleanest wash yet attainable through a highly efficient "big drop, wet rub and squeeze action" that makes you realize why the wash action does the real work! In the wash action, thorough agitation is given every load. A non-perforated ribbed partition divides the cylinder, and one-half the load is placed on each side. On each revolution, the load is lifted to get the gentle impact of a big drop over the scrubboard surface



of the partition. At the bottom of the revolution, the load is squeezed against the cylinder wall,



where total saturation guarantees maximum penetration of all fibers. On the upswing, the load is loosened and dispersed evenly throughout the cylinder by the side rib. The cycle is repeated at 28 rpm, and reversed every 30 seconds.

The machine's high speed extraction removes over 85% moisture. In only 8 minutes, the load is extracted and loosened, ready for fluffy drying or easy pressing.



HERE ARE THE TEST-PROVEN RESULTS...

99% whiteness retention—(Intermediate extraction improves quality. Because dirt won't drain away, Braun extracts it at the **CRITICAL POINT**, after the "break" when 90% of the dirt is suspended in the wash. This intermediate extraction cycle removes excess soil that in ordinary washers is retained in the saturated load despite continuous rinsing).

Minimum tensile strength loss—(Braun's gentle effective wash action reduces need for acids and bleaches. Extraction and shake-out in the same machine eliminates unnecessary pulling of wet loads. Both these factors diminish abrasive damage).

Harmful bacteria destroyed—(high penetrating action increases the sanitizing power of detergents and fluorides).

Braun Unit Wash is available in 35, 50, 100 and 200 lb. capacities, each equipped to give you your choice of automatic washing formulas. Formulas are made easier with Braun's automatic controls for handling everything from heavily soiled work to laundry slightly used. Illustrated here is the new 200 lb. Unit Wash, showing new outboard bearing.

These are YOUR savings...

WATER, FUEL, SUPPLIES: Ordinary wash wheels need from 4 to 5 gals. of water to process 1 lb. of dry wash. Braun Unit Wash requires about 2.2 gals. The Unit Wash consumes less soap, alkali and bleach, permitting cold water rinsing and a savings in fuel costs.

SPACE: Unit Wash will fit into any corner of your plant; and, since it eliminates the mess and wet floors that restrict conventional equipment to a separate washroom area, Unit Wash can be put right in your finishing department.

TIME: Work goes through in a hurry — turning out fully completed washes, extracted and ready for the dryer or ironer every 35 to 50 minutes.

LABOR: Braun Unit Wash cuts labor costs up to two-thirds. Only one man is needed to load the machine, flip the switch and return in 35 to 50 minutes to unload. Compared to the old fashioned system, one man can outproduce two or three washmen, and still have time for other duties.

MAINTENANCE: Designed with only one point in mind — to wash and extract laundry, and do it faster, better and cheaper — Braun Unit Wash is engineered for long life with extra-heavy materials, extra-fine components and extra careful construction.

Get full information. Write today!

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G. A. Braun, Inc., Dept. 25
461 E. Brighton Ave.
Syracuse, N. Y.

☐ Rush full details about automation for the washroom.

☐ Have a representative call.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

MARKING SCHEDULE CONTROL SHEET									
DATE: _____									
	8	8	8	8	8	8	7	Bundles	TOTAL
TIME	Elinor	Sara	Ophelia	Pauline	Odessa	Rose	Christine		
7:30	✓	✓	✓	✓	✓	✓	✓		55
7:50	✓	✓	—	✓	✓	—	✓		39
8:10	✓	✓	✓	✓	✓	✓	✓		55
8:30	✓	✓	✓	✓	✓	✓	✓		55
8:50	✓	✓	✓	✓	✓	✓	✓		55
<hr/>									
11:15	✓	✓	✓	✓	✓	✓	✓		55
11:35	✓	✓	✓	✓	✓	✓	✓		55
11:55	✓	✓	✓	✓	✓	✓	✓		55
1:05	—	✓	—	—	—	—	✓		31
1:25	✓	✓	✓	✓	✓	✓	✓		55
1:45	✓	✓	✓	✓	✓	✓	✓		55
<hr/>									
3:30	✓	✓	✓	✓	✓	✓	✓		55
3:50	✓	✓	✓	✓	✓	✓	✓		55
4:10	—	✓	✓	✓	✓	✓	✓		47
4:30									
4:50									1272

Markers' production is checked every 20 minutes. Checking actual production revealed 50 percent variances from one hour to next

SCHEDULE CONTROL SHEET													
WASH ALLEY NO. <u>1</u>										WASHERS <u>5</u>			
DATE <u>Mar. 1, 1957</u>													
Lot No.	Wgt.	WASH WHEEL NOS.											
		1		2		3		4		5			
		Sched'l	Actual	Sched'l	Actual	Sched'l	Actual	Sched'l	Actual	Sched'l	Actual	Sched'l	Actual
24	290	7:30											
		7:40											
25	285			7:30									
				7:50									
26	287					7:30							
						8:30							
27	291							7:40					
								8:40					
28	290									7:50			
										8:50			
29	292	8:00											
		9:00											
30	288												
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31	287					8:35							
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52	290							1:50					
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53	291											2:00	
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54	287	2:10											
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55	289			2:25									
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56	290					2:45							
						3:45							
								2:55					
								3:55					
												3:05	
												4:05	

Revised schedule in washroom reduced running time to eight hours a day, enabled plant to use two fewer men in the department

Scheduling—It Can Be Done

By **RAYMOND F. KROLL, JR.**

Tribune Laundry, Philadelphia, Pennsylvania

SCHEDULING is rather a simple matter. You all work on some sort of a schedule at your plants the same as we do at ours. However, prior to last summer we believed at Tribune that we had done a better than average job in handling the work through our plant. It sounds rather vain to put it that way but when someone, particularly an outsider, walks in and makes the statement that he can reduce costs by scheduling, I think we all tend to defend our position.

That was the way it started. For weeks we argued the situation pro and con. Finally, after checking some of the references by a personal call, we decided to go through with the service. In a few short weeks we realized we didn't know anything about scheduling, and we began to learn all over again.

Our basis of scheduling was to process through the marking department each day the work brought in

the previous day. Then through past experience we worked to a lot point in every other department, permitting the backlog of work to exist that we knew we had to have. This had worked successfully, we thought, for the past several years. Our productive labor for the year 1955 was 27.2, 1956 was 26.8 and for the year 1957 we believe we can hit slightly under 26 percent.

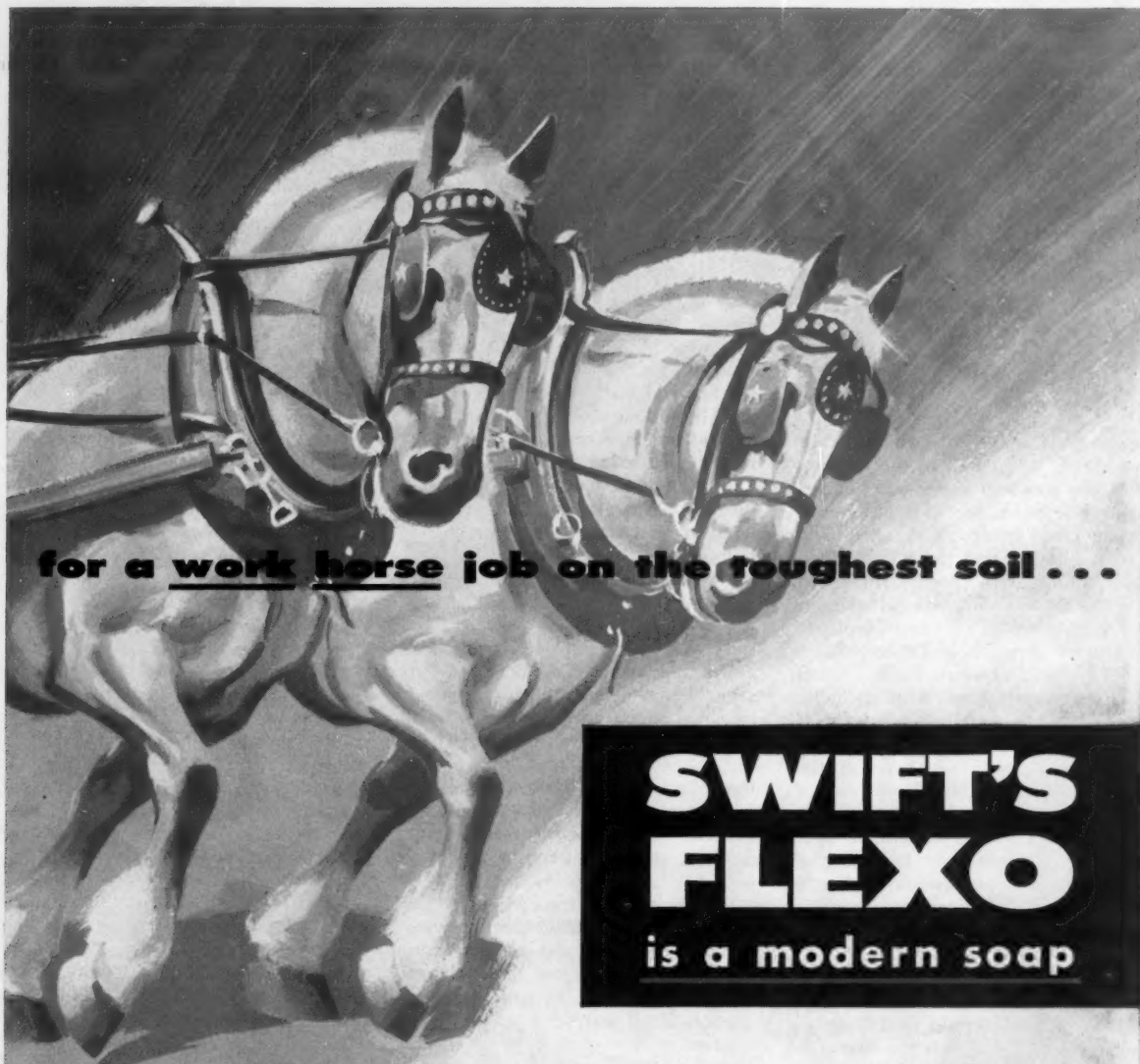
Consistent production the aim

The purpose of scheduling work in our plant was to obtain consistent production throughout the various departments which would serve as a basis for projecting the work load through each of the various departments, and thus in turn offer better control and lower costs. Our basis for obtaining consistent production was the installation of "sign out" procedures which were adapted to the specific activity involved, whether it was

marking, washing, shirt ironing or what have you. For the purpose of simplicity I am only going to talk about two activities, marking and flat washing.

In referring to our records, which are patterned directly after AIL's Form 16, we found that they were of only partial value. The production showed only what the individual averaged for a day or for a week's run. Now we were faced with knowing the production of each individual for a period of time less than one hour. The next step was to determine what each marker could produce consistently each fraction of an hour throughout the entire day. We did this by observation.

Before any changes were made, the marking department consisted of eight markers and four service operators. They used the invisible marking system and had three conveyors at their disposal. The average work week was



for a work horse job on the toughest soil...

SWIFT'S FLEXO

is a modern soap

Swift's Flexo combines a thorough wash job with the expediency and efficiency of a soap you can use *throughout* the wash. It's a modern soap that will give a proper pH from start to finish to produce a sparkling load of bright whites . . . or do a real *work horse* job on the toughest soils.

You can use Flexo in combination with Swift's SOLAR liquid detergent for special washing formulas. Together they improve the "break" or quick wetting, high detergent action that will make dirty coveralls, even greasy wipers, *respond* to this thorough washing action.

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS

WHITE RIBBON (Chips or Powder) are neutral soaps, for those who prefer to build their own formulas, made from the finest tallow and are particularly recommended for use in higher temperature washing.

SWIFT'S COLD WATER POWDER. Excellent for soil removal from light colors, fugitive colors, rayons, and woolsens or other low temperature washing. Provides good whiteness retention for background of imprinted fabrics.



To Serve Your Industry Better

SWIFT & COMPANY, Soap Dept.,

4115 Packers Ave., Chicago 9, Ill.

in the neighborhood of 38 hours for this department.

After some trial and error, we established 20 minutes as the ideal time to record production for the markers and also record a lot. Look at the illustration titled "Marking Schedule Control Sheet." Note that work begins at 7:30, and that the time intervals are 20 minutes each. We have taken into consideration the 5-minute rest periods at 10 o'clock in the morning and at 3 o'clock in the afternoon. Our lunch period is 45 minutes from 12:00 to 12:45.

Attendance check

The other vertical columns are headed by the names of the markers with the numbers above their names indicating the number of bundles each girl is given every 20 minutes. The checks indicate that the girl received her quota at each specified time and the straight line indicates that she did not receive her quota. For example, at 7:50 two girls, Ophelia and Rose, missed their sign-out block. When the supervisor checked back on them, he found that they had not been at their work places promptly at 7:30, and therefore could not make up the proper number of bundles in such a short period of time. At 1:05 Elinor, Ophelia and Odessa all missed their sign-outs because they had not returned to work promptly after lunch. Finally, at 4:10 Elinor missed her last sign-out because she had gotten a slight headache and was not able to produce at her regular rate.

Many of these excuses are not unheard of, I am sure. In fact, they are typical of why sign-outs are missed at our plant. However, such things as reporting late too often lead eventually to loss of job. The sign-out procedure coupled with the supervisor's follow-up has helped to increase our

production merely by keeping the individual on the job.

By the end of such a work day of 8 hours, 1,272 bundles would have been processed at a uniform rate. At an average of approximately 15 pieces per bundle, the girls would average for the day 342 pieces per operator per hour. Our girls at present are averaging from 325 to 338 pieces per operator per hour—room average.

We now have seven markers instead of eight, working a total of about 38 hours weekly. The eighth marker we formerly carried was actually an extra girl for the convenience of them all. She did the bundles that should have been done when they did not get to work on time or did not get back from lunch on time.

For the same basic reason we found that we could get along very readily with one less service operator, which reduced this group to three. Total saving was two operators.

Benefits of sign-out

The sign-out offered many advantages. For one, each girl had her own quota of work to do which was set well within her own capability and did not force her to produce more than she was able to do. Another advantage was the ease of watching the progress of a new marker starting with perhaps only two bundles per sign-out. She eventually forced her own quota up until she reached her proper level. This is evident to the supervisor when he notes that she has more sign-out blocks checked out than the rest of the department. Perhaps most important of all was the consistent production or flow of work we now had going to the washing department which enabled us to schedule it.

Here the problem was both different and similar in many ways. In our plant, each washman and each extractor had to have his and its own schedule. In the specific case of the flat washing department, we had five semi-automatic washers. By semi-automatic I mean that the supplies were added manually by the washman; everything else was done automatically.

Before scheduling, this department normally operated nine hours every day and sometimes longer on a Friday, the last day of the week. We set up our schedule for an 8-hour day and assumed normal loads of 280 pounds per wheel. Normally the marking department would process 32 flat lots per day which meant six and one half loads per washer per 8-hour day. With the addition of three special loads of flatwork commercial work, this brought the figure to seven loads per

machine for each 8-hour working day.

Refer now to the sheet headed "Schedule Control Sheet, Wash Alley No. 1." The washwheels are numbered from 1 to 5 and the vertical column beneath refers to the schedule for that particular washer. On the particular day we are referring to, two washers started at 7:30—washers No. 1 and No. 2. These two washers had work left in them from the previous day and washer No. 1 was finished at 7:40; washer No. 2 was finished at 7:50. Washer No. 3 also started off at 7:30 but started with a fresh load and finished an hour later at 8:30. One hour is our washing cycle.

Coming further down the vertical column of washer No. 3, you will note that the next lot coming in, lot 31, started off at 8:35, giving the washman and the extractor men a total of 5 minutes to unload the washer and reload it. All pulling is done manually.

In the washing department we did not consider any rest periods other than the lunch period. When the supervisor knows how many lots of flat he is going to have marked in that day, he must give the washman at least 35 minutes notice.

For example, under washer No. 1 down at lot 54. The time that lot started was 2:10, and it will be 35 minutes before lot No. 54 will finish the bleaching operation. We like to have at least one rinse finished in addition to the bleach for any lot before closing down for the day. Meanwhile by 2:40 another lot would have been started and the problem of stopping the washroom could be even more difficult and costly. Therefore, by giving the washman 35 minutes notice and anticipating the marker's end point, balance and order can be maintained.

Less time, employees

Again referring back to lot 54, at which time the supervisor we will assume notified the washman that 2:45 would be the end of the day, 28 lots of work would have been washed and washer No. 4 would be first washer load to be finished the following day. Therefore lot 52 would head the vertical column at the extreme left-hand side of the sheet, and washer No. 4 would be in the first vertical column of washers. At the present time we seldom run more than eight hours in any one day in the entire washing department, and we are using two less men in the department.

At the present time our average hourly wage for the entire laundry plant ranges from \$1.08 to \$1.10 and for the last four weeks we averaged 25.8 percent productive labor. □□

Raymond F. Kroll, Jr., is a graduate from Penn State with a degree in industrial engineering.

He served as an officer in the Quartermaster Corps during World War II and as president of the Pennsylvania Laundry-owners Association in 1954-55.

Mr. Kroll represents the second generation in the laundry industry and is vice-president and general manager at Tribune Laundry. He is married and the proud father of two children.

This talk was presented at the Young Men's Conference in Atlantic City, New Jersey.



Here is a tailor-made Steiner Sales program for you:

1. A Steiner representative will call on you to supervise the training of your salesmen and plant personnel in the business of selling and processing continuous toweling.
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Please send me complete details on how I can get a bigger share of the CONTINUOUS CLOTH TOWEL MARKET!

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Texans Accent Management

MORE THAN 400 Texas drycleaners and laundrymen heard pleas for a stepped-up program of research and human relations at the Golden Jubilee Convention of the Texas Laundry and Dry Cleaning Association. The meeting was held in Dallas March 26-28.

Accent at this fiftieth convention of the association was on better management methods, prospects for the future and a program of research.

"Our own paramount need," said Orval A. Slater, president of Slater-White, Inc., San Antonio, "is for broad and sweeping research. It is my opinion that our industry research has been more the establishment and control of minimum standards rather than the development of new methods and equipment to exploit these methods."

Charles C. Callaway, retiring president of the association, laid stress on the subject of human relations.

Denys R. Slater, president of the Fishburn Cleaning & Laundry Co., Dallas, spoke in opposition to any extended coverage of the Fair Labor Standards Act before Congress.

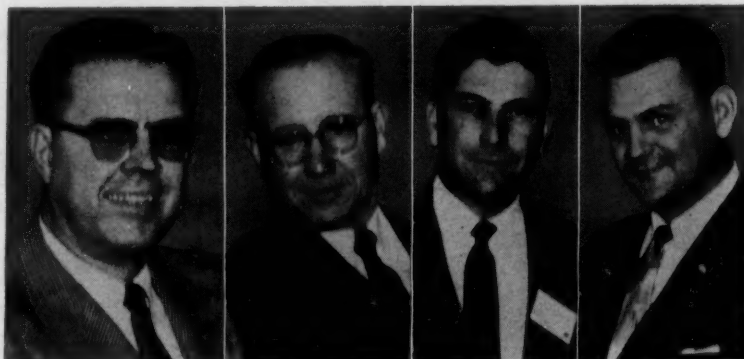
Travis Elliott, a management consultant from Texarkana, Tex., made three appearances before the convention, as much stress was laid on the

problems of management. He discussed the over-all problems of management and called management "your weakest link." He particularly mentioned the current shortage of competent executive personnel and the need for stepped-up labor-employee relationships.

Maurice Acers, a member of the Texas Employment Commission, talked on the subject "Your Fabulous Future"; Jim Low, of the National Association of Manufacturers, dis-

cussed "After 50 Years! Now What?" and William J. Murray, Jr., a member of the Texas Railroad Commission, spoke on "The Middle East Crisis As It Affects Texas."

R. R. Willis, La Cava's, Fort Worth, succeeds Charles C. Callaway, National Laundry, Temple, as president of the group. James F. Milholland, Zenith Cleaners and Launderers, was named first vice-president, and Shriner Harrison, Sunshine Laundry, San Antonio, second vice-president. □□



Texas officers, left to right: R. R. Willis, Charles C. Callaway, Shriner Harrison and James F. Milholland.

All-Americans Favor Research

THE HIGHLIGHT of the Ninth Annual All-American Conference of Claude E. Lucas Associates' clients was the decision to take positive action in the matter of establishing a research foundation. Its purpose will be to find ways to reduce the laundry industry's production costs.

Fifty-five members from the continental United States, Hawaii and Canada were in attendance at the Hotel Del Coronado in Coronado, California, to participate in discussions of problems concerning successful plant operation.

The real bomb was tossed by Roy Calou, production manager of the Oakland Laundry, Oakland, California, when he talked on the "Future Potential of the Textile Maintenance Industry" at the close of the conference. With the aid of cardboard cut-outs Mr. Calou speculated on the possibilities of setting up a conventional 8-roll ironer, equipped with additional pieces of equipment so as to completely process soiled sheets with only two

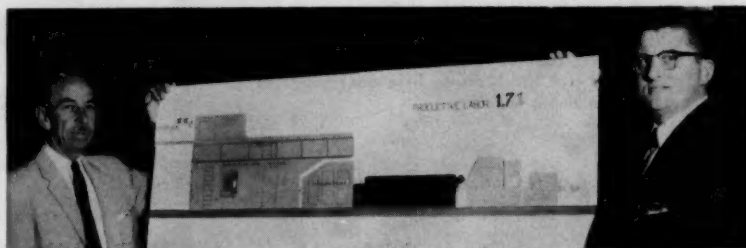
operators . . . at a productive labor cost of only 1.7 percent.

Leo White followed with a sound film showing how other industries have performed production miracles with automation to cut productive labor costs.

Spurred by the opinions expressed by Ray Calou and Leo White, the conference members were quick to offer immediate financial backing to

the idea of the suggested research foundation. Raising of funds is, however, to be delayed until certain organization details of the plan are worked out under the guidance of Messrs. Calou and White.

Business sessions got under way with Walter Reinhard of Oklahoma Operating Co., Oklahoma City, and Morris Sanders of Kent Dry Cleaners, Whitestone, New York, telling of their



Looking ahead: Roy Calou, newly elected vice-chairman (right), shows how future plants may well be able to process flatwork with two operators feeding linen into a combination washer-extractor-conditioner. Work would continue through a spreader-feeder and on to iron equipped with folder-stacker and automatic packager. Claude E. Lucas assists at left

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- Mechanically fast for maximum marking production
- No danger of losing identifying mark
- Plant symbol identifies your plant mark
- Mark on outside of folded piece—no mussing to locate mark

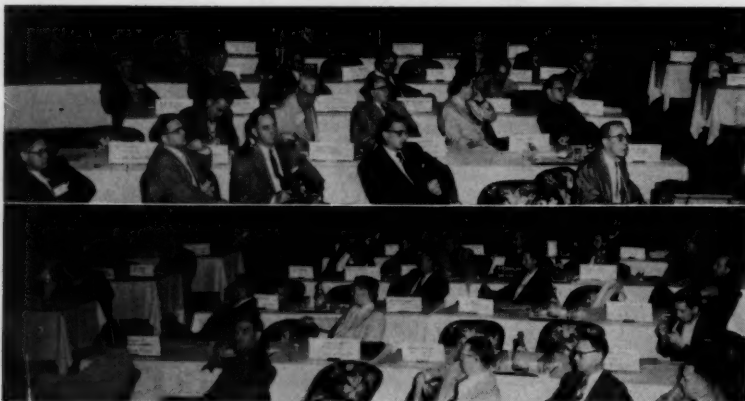
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Searching for ideas: All-American conferees giving opinions from floor received just as much attention as was accorded to assigned platform speakers

experiences with packaging as a means of stimulating sales.

General feeling on packaging was: When the cost can be passed on to the customer without increasing the selling price to the point of losing the customer . . . do it. If the cost of the packaging has to be taken out of the profits of the company . . . don't do it.

Harry Tubbs of Royal Laundry, Pasadena, California, related his experiences in reconverting his plant to prewar quality and service, plus faster settlement of claims, along with greatly improved public relations.

Alfred Rawlinson of New System Laundry, Portland, Oregon; Howard Abernathy of Ripley's Inc., Topeka, Kansas, and Gene Milholland of Zenith Cleaners, Dallas, Texas, showed the advantages of planned advertising campaigns. Howard Abernathy even showed a novel old-time slide presentation which is currently getting much comment from various showings to civic groups in Topeka.

Irving Saunders of Kent Dry Cleaners, Whitestone, New York; Stuart Bart of Paul Service Stores, Montreal, Canada, and John Weaver of Pantorium Laundry & Cleaning, Seattle, Washington, explored the value of premiums, coupons and gimmicks as sales builders.

Some of the opinions on premiums expressed: Premiums good for special events and special purposes—if not abused. Work well as an expression of goodwill. Best for launching a new product or service.

Good portion of the advertising dollar is needed to advertise the premium used, in addition to its cost.

Leadership through use of coupons or premiums is difficult to attain—and often more difficult to maintain.

Premiums for the home or for per-

sonal use get best results; for men and children, the least response.

Interest seems to taper off after a time . . . possibly because the freshness of the idea has worn off. If used, launderer is warned to be sure he has arranged for return privilege regarding unused premiums.

Practice once started may be hard to drop. Grocers and others with more profit margin can more easily absorb the cost of stamps, or pass on cost to customers . . . tougher for launderer or drycleaner to do this.

Consensus of group: "Not Good."

Don Daniels of Daniels Cleaners, Kansas City, Kansas, and Marshall Steel of Marshall Steel Dry Cleaners, Oakland, California, spoke on "Price Merchandising." Timing is most important, with discounts small enough not to imply a low quality of workmanship. Weekly specials get results from regular customers. Make specials apply to a pair of similar items, rather than one item.

Advertising of specials is not cheapening the business. Ladies' stores all advertise in this manner and are highly regarded . . . and they get results with specials.

Object of price merchandising is to stimulate public interest in your plant.



New officers include, left to right: Charles Swift of Marshall & Swift, Inc., Mason City, Iowa, secretary; Al Santucci, Jr., Peerless Laundry, San Francisco, chairman. Mrs. Jack Elberling, Peerless Laundry, San Francisco, continues as treasurer

If all plants in town do price merchandising it simply stirs interest for every plant . . . which happens when a number of clothing stores do it. Price is not important . . . it's interest attracted by your price ad.

Cost of advertising ought not to run more than 25 percent of your increase in volume.

Week-end specials on drycleaning work well . . . week-end specials on laundry are inconclusive since laundry work is difficult to "glamorize."

"Building Sales Through Additional Services" was covered by Ed Miller of Spic and Span, Milwaukee, Wisconsin, and Chuck Swift of Marshall & Swift, Inc., Mason City, Iowa.

Bundle inserts saying "Thank you for trying our laundry service" seemed well received. Spic & Span's purchase of a laundry now permits providing drycleaning customers with shirt, sheets and slip service. In the meantime he is advertising piece prices rather than the local pound prices used in his town. Aim is to increase volume through additional sidelines, without increasing routes and stores.

Chuck Swift told how his firm had taken up the slack of dwindling family laundry volume by instituting a linen supply service on its present country routes at little extra cost.

"The Value of Activated Units" was discussed by a group made up of Roland Dansby, American Laundry, Bryan, Texas; Howard Abernathy of Ripley's, Inc., Topeka, Kansas; Richard Newman, Sparkle Cleaners & Laundry, Bakersfield, California; R. F. J. Williams, Jr., Oklahoma Operating Co., Oklahoma City, Oklahoma; Dave Wallace, Progress Laundry, Dallas, Texas, and Jack Hersey, Home Service Co., Tacoma, Washington.

According to this panel there is no such thing as a "pro" side to this subject. The only panelist who championed the activated units was "Stubby" Newman whose thriving operation in Bakersfield started out as an activated unit. It was quickly pointed out, however, that his plant rapidly grew into a conventional laundry and drycleaning plant and could not be regarded as an activated plant.

The lower cost of processing a given volume of work through a parent plant, compared to the greater production cost of processing the same volume through a number of activated units, seemed to be the best argument against activated units.

Shopping centers were agreed to be among the best locations for branch stores in big cities. Preferably near a

"Put in ALL the supplies at once?"



"Yes, even the bleach, when you use Halox! Now put all your **washing and bleaching** supplies in the break at one time with these Wyandotte products — and get beautiful, clean, sparkling clothes, too!

Stop unnecessary legwork! No additional supplies are needed from break-suds to sour. And Wyandotte's revolutionary new method reduces formula time and labor hours, while it gives better control of supplies.

Point is, this new one-shot formula is going to help you a lot! We've tested it, proved it in the field: It **improves whiteness, reduces tensile-strength loss, and lets you rinse in cold water!**

So! When your Wyandotte representative comes bird-dogging around, tell him you want to control costs and save time, too. Ask him about this stupendous new formula. *Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, Calif. Offices in principal cities.*

WYANDOTTE PRODUCTS MAKE WASHING EASIER

ARLAC* — Promoted with CMC, this highly active alkaline detergent and soap builder assures you increased detergency and soil suspension, plus high whiteness retention. Allows cold-water rinsing.

SKORTEX* — This CMC-promoted synthetic detergent completely replaces soap, gives maximum soil suspension; cuts fuel costs, too, because it also allows you to rinse in cold water.

HALOX* — Wyandotte's dry bleach has an effective, built-in safety factor that means longer life for linens; has excellent stain-removal action; greatly reduces tensile-strength loss.

*Reg. U.S. Pat. Off.



Wyandotte CHEMICALS ■ J. B. FORD DIVISION

SPECIALISTS IN LAUNDRY WASHING PRODUCTS

major food store getting the bulk of the local business. Neighborhood stores with good business from residents of the area were also rated tops.

Greatest drawing power seemed to be the matter of customer convenience. Since the customer must make two trips to complete a drycleaning transaction (one to drop off the garment and another to pick it up) it requires a location near a business house of a type requiring everyday shopping by the housewife, such as a food store. This is far better than the type of shopping center made up of major department stores and appliance stores which get only occasional visits from the housewife.

Many larger cities find rival chain cleaners' stores from six to seven blocks apart and as much as two miles apart in sparsely settled areas in order to prosper. Very important is the need for keeping abreast of population movement.

Another idea was to get as close as possible to the parking area in a shopping center to make it handy for the customer to carry in her soiled bundle.

Somewhere along here Lou Bellew of STARCHROOM LAUNDRY JOURNAL was inserted into the program for his usual learned discourse on laundry matters.

All in all this Ninth Annual All-

American Conference was a refreshing and stimulating experience for this reporter who was attending for the first time. Certainly no better cross-section of the country's progressive launderers and drycleaners could be found to listen to as they openly discussed their problems.

Claude Lucas displayed an unusual talent for summarizing each session's discussions, thereby leaving no doubt in anyone's mind as to what had been said on each subject. To further insure against possible misunderstanding, a showing of hands was called for to indicate majority opinion on the best solution to each matter under discussion.—*Lou Bellew*

Selling Sparks Diaper Institute Meeting

A BRAINSTORMING assault — the new method of creating group ideas — was applied on diaper service selling and production during the second annual convention of The Diaper Service Institute of America in Detroit, Michigan, on April 7-10. More than 200 plantowners attended meetings at the Sheraton-Cadillac Hotel and visited exhibits of new products and equipment now on the market.

Delegates were introduced to the group thinking technique during a round-table discussion on selling. Questions such as "What can we do to our diapers to make them more salable" and "How can we reach the father to make him believe he must provide diaper service for his wife" were posed by group leaders.

After Dr. Joseph C. Sherrill, chief of evaluations and applications, Soap

Division, Armour and Co., presented science-fiction facts on future developments in diaper service production, plantowners again discussed solutions to various production problems via group thinking.

On Monday Jack Lennox, sales manager, Michigan Bell Telephone Co., presented some interesting tips on telephone selling. Mr. Lennox said that the object of telephone solicitations must be: (1) get an appeal; (2) create desire for service; (3) ask questions that will result in a positive answer. The effectiveness of a telephone conversation depends on the amount of enthusiasm exerted in the human voice.

One of the nation's top door-to-door salesmen, Wallace E. Campbell, vice-president, Fuller Brush Co., compared factors that influenced the success of

his company with diaper service solicitors and route salesmen. He stressed the importance of selling women better quality and service. This is one sure way to guarantee repeat business.

Ways and means to sell more business to the ever-increasing market was the theme of a talk by Thelma Beresin, Public Relations Society of America. After outlining many forces that influence public opinion she explained in detail how promotion on a national level can help increase diaper service sales over a long-range period. Future promotional plans at the local level were discussed by plantowner Warren Lau, Chicago, Illinois.

A cost comparison clinic was held during the last business meeting. Plantowners were divided into groups according to size of their operation for a step-by-step discussion of production.

During the convention the ladies visited the assembly plant of the Ford Motor Company and attended a fashion show in the hotel. The annual banquet followed by dancing in the evening was the entertainment highlight of the convention.

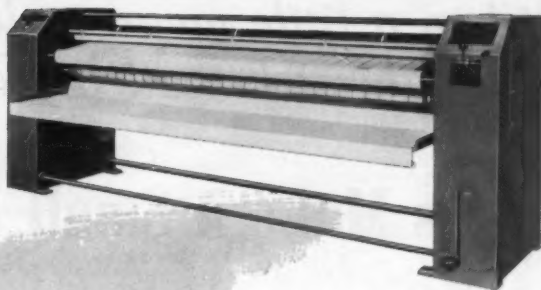
Two new directors were elected: M. G. Morgan, High Point, N. C., and Harry Nelson, Gary, Ind. Other members of the board include: David S. Abrams, Seattle, Wash.; Henry Auslander, Detroit, Mich.; Robert Biner, Staten Island, N. Y.; William R. Cullison and Ruben Felman, Pittsburgh, Pa.; Jerome A. Goldurs, Cleveland, Ohio; Carson P. Leatherwood, Dallas, Tex.; Robert Mandel, Richmond Hills, N. Y.; E. J. Skully, Detroit, Mich.; Edward H. Weinburg, Chicago, Ill.

—*Harry Yeates*



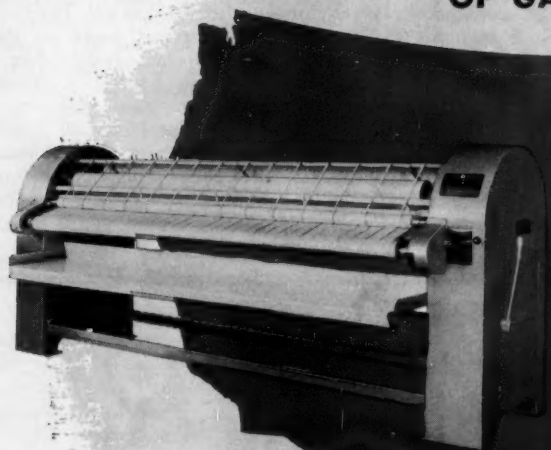
Top: Brainstorming sessions drew unusual and stimulating responses from members. Lower picture: DSIA officers, left to right: Bernard Kessler, president; Dan M. Edwards, vice-president; Herbert S. Diamond, treasurer; F. Norbert Cannon, Washington, D. C., secretary

Model 11 Flatwork Ironers available gas, steam or electric heated, 60", 85", 100" or 110" length. Available front return only or front and rear return.



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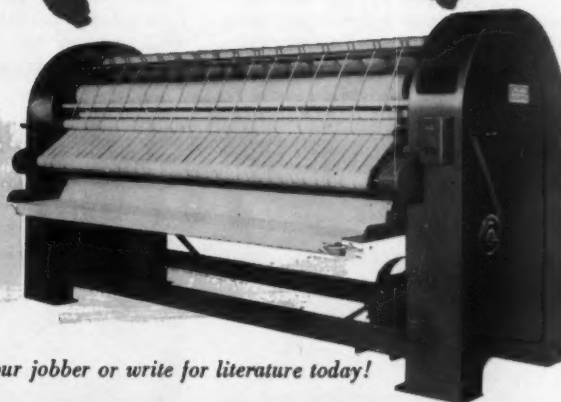
FLATWORK IRONERS



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When a little means a lot... good ideas, gadgets and gimmicks culled from plants East and West

Ideas Make a Small Plant Big in California

By LOU BELLEW

ATTENTION TO DETAIL in planning the layout of a laundry with a 65-foot frontage and a depth of 55 feet permits Victor Laundry in Berkeley, California, to process in excess of \$3,000 volume each week, according to owner Victor Akers.

Mr. Akers started in business back in 1944 doing bachelor bundles for the personnel of the U. S. Maritime Service Training School for Officers. In 1950 he designed and built the present 65-by-55-foot plant. He oper-

ates with a total of 17 employees, which includes one driver and the plant janitor. There are no routes; work comes from 27 agencies and over the counter at the plant. Primarily a bachelor laundry, 60 percent of the volume is in pants and shirts.

Pants drying cabinet

It was while engaged in processing the great numbers of wash pants from the Maritime School in 1944 that Vic-

tor came up with a gadget idea for speeding the finishing operation on pants without buying more finishing equipment, then hard to get. The idea was a drying cabinet made on the order of an old curtain-drying cabinet.

Made of marine plywood (to thwart warping), the homemade affairs were 8 feet deep, 8 feet high and 8 feet long, with five pull-out racks of horizontal wooden bars. Each rack slid out on an overhead pipe through the use of simple trolley wheels at the top of

And Keep Sales on the Rise in New York

By RICHARD VINOCUR

A RESOURCEFUL MANAGEMENT can often produce small innovations that make for a smoother operation and increased sales.

Wilke Laundry Co. Inc. of Albany, New York, is just that type of operation. Though the plant is one of the biggest in a city of about 150,000, it is not extremely large by metropolitan standards. Opened in 1895 the plant now employs 78 persons.

Let's take a look and see what makes Wilke's a solid and smooth-operating laundry. The plant itself is not unusual as plants go. It is located on two floors with the marking and washing departments on the first floor, the offices, finishing department and assembly on the second floor.

But owner Karl Wilke has developed and adopted several aids that have made the operation more efficient.

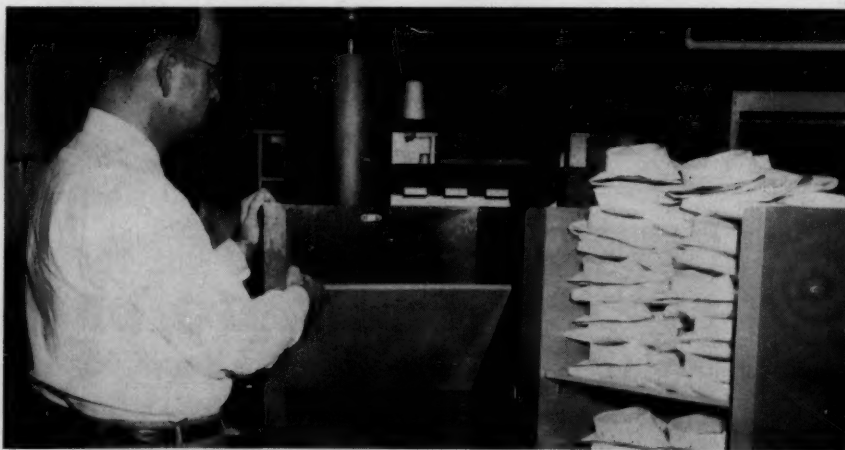
Shirt bin problem

Wilke Laundry had ordered several shirt bins that measured about 3 feet

in depth. When finished shirts were stored in the bins, the collars of shirts on the bottom of the pile became crushed and had to be redone. To solve this problem Mr. Wilke inserted a shelf about midway in the bin. To

keep the shelf out of the way when not in use, he screwed a magnet to the back of the bin and metal plate to the shelf. The shelf would stay out of the way until needed.

Having solved this problem satis-



Shelf was inserted in shirt bins to prevent crushed collars. Small magnetic plate at top of bin (note arrow) holds shelf up when not in use

Novel ideas help Victor ▶
Laundry do \$3,000 weekly volume in jam-packed plant covering only 3,575 square feet

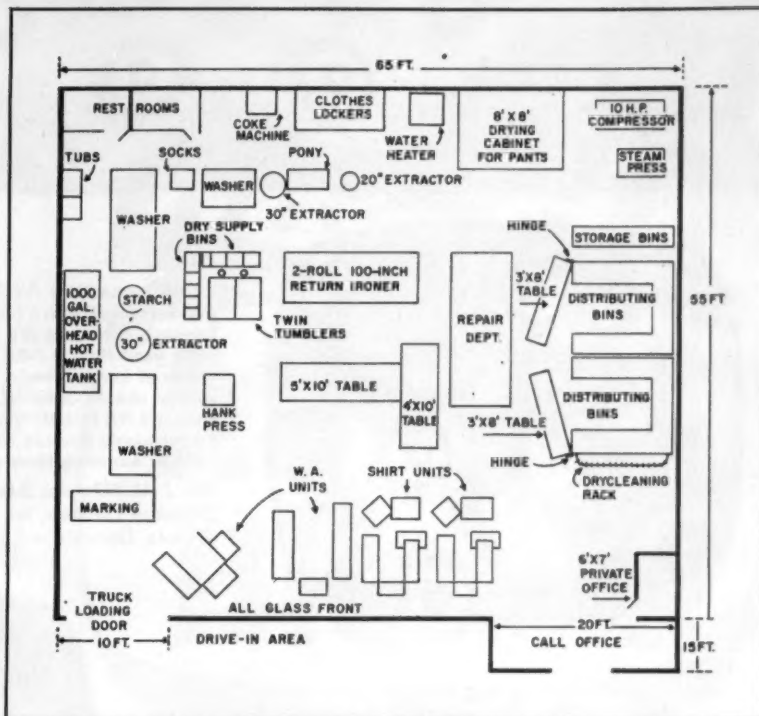
each end of the racks. The interiors of the cabinets were lined with quarter-inch hard-asbestos sheets.

Instead of the nearly 3 minutes drying time necessary in the press, it was now possible to send the pants to the finishers after a shortened extractor run, to be placed in the presses only long enough to get them shaped. After this they were hung over a sort of wooden turnstile rack and transported to the drying cabinet in lots, where they dried in 20 to 25 minutes.

The result, according to Mr. Akers, was 30 to 40 pants per operator hour, as against the previous 12 to 16 per operator per hour. In addition, pants were free of the usual heavy wrinkles and shine caused by press drying.

Route-truck shelving

At one time the plant was serving 71 agencies, which meant a 95-mile-
Continued on page 50



factorily, management is now considering another idea that will do away with it. That's the real sign of progressive management.

The latest innovation is to add an apparatus to produce the new lay-down crushproof shirt collar. This, Mr. Wilke feels, should be a big boost for shirt laundering. According to him it will do away with collar forms, shirt boards and bands. Each shirt will be packaged individually in a poly-ethylene bag.

Of course, this innovation calls for educational promotion. Plans are be-

ing made to educate the customers about the new collar through bundle inserts, newspapers and radio.

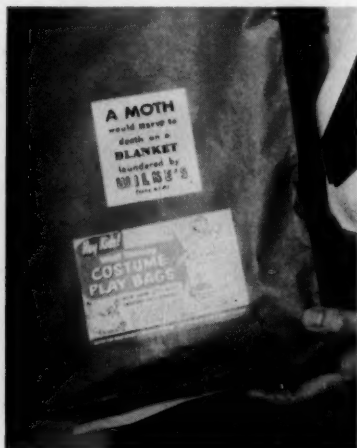
Blanket boost

Not all problems arise in production. Some type of gimmick was needed to increase blanket volume. One idea used by the plant has almost doubled its blanket volume. A small sticker was used on shirt bundles, bundle inserts, and the same copy in newspaper advertising. Printed with red letters on a white background, its

message was simple but effective. The sticker reads, "A moth would starve to death on a blanket laundered by Wilke's."

To keep route salesmen selling, Wilke's uses the American Institute of Laundering totem pole idea to keep its men on their toes. A large poster is placed near the garage for all routemen to see. In the form of an arrow the sign lists the routemen and how they stand on the sales totem pole as compared to their fellow route salesmen.

Continued on page 52



Small red-and-white sticker on bundle has almost doubled blanket volume



Large poster and blackboard keep tabs on sales records of Wilke routemen. Totem pole arrangement shows four men above last year's figures

Leading



"I have given New Ad-Dri Bleach a thorough test and am convinced of its superiority over liquid bleach. Formerly I thought dry bleaches were not safe, but I have used New Ad-Dri Bleach on more than \$10,000 worth of home laundry and find it to be completely safe to use. In addition, our experience has proven that New Ad-Dri Bleach turns out high quality work. I particularly like the consistency of strength and the ease of handling New Ad-Dri Bleach."

*Mr. J. M. Mitcham, Superintendent
Stoddard Cleaners, Inc.
Atlanta, Georgia*

"We like New Ad-Dri Bleach in our plant. It's so convenient to use, and it's a good stain remover, too."

*Mr. Marvin James, Jr.
Istrouma Fabric Cleaners
Baton Rouge, Louisiana*



"There's no mixing or messing with bleach preparations. I just put New Ad-Dri Bleach in my regular bleach operation in dry form, that's all."

*Mr. Edward Croak, Manager
Selmier Peerless Towel and Linen Service
St. Louis, Missouri*

"It's really simple to use New Ad-Dri Bleach. We just fill the Dri-Ador measuring cup to the proper mark and add it dry to our regular bleach operation."

*Mr. Cecil C. Collins, Superintendent
Oak Park Cleaners and Laundry, Inc.
Tampa, Florida*



new



*is added dry
to the
bleach suds*

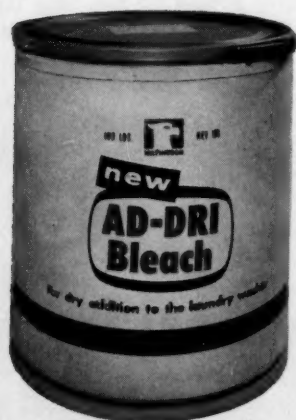


*is added dry—
right from
the drum*



*is easily
measured in the
handy Dri-Ador cup*

AD-DRI[®] Bleach



New Ad-Dri Bleach is packed in 100-lb. Leverpak drums. Each drum contains a convenient Dri-Ador measuring cup.

AND THAT'S ALL THERE IS TO IT!

Here's the modern, convenient product designed to eliminate the spillage and breakage, the time-consuming bother, the guesswork and errors of "do-it-yourself" bleach solutions—New Ad-Dri Bleach.

It's as easy to use as putting in the soap. All you do is to add New Ad-Dri to the wheel at the beginning of your normal bleach operation.

New Ad-Dri does the rest! Turns out wash after wash with extra stain removal, maximum whiteness retention and minimum tensile strength loss.

Buy New Ad-Dri Bleach now and get controlled bleaching with no waste of bleach power. With New Ad-Dri, you'll see the difference for yourself at once—the right bleach, the right amount, the right strength! Order from your laundry supply house or write directly to us.

MATHIESON CHEMICALS
OLIN MATHIESON CHEMICAL CORPORATION
INDUSTRIAL CHEMICALS DIVISION • BALTIMORE 3, MD.

Ad-Dri[®] is a trademark

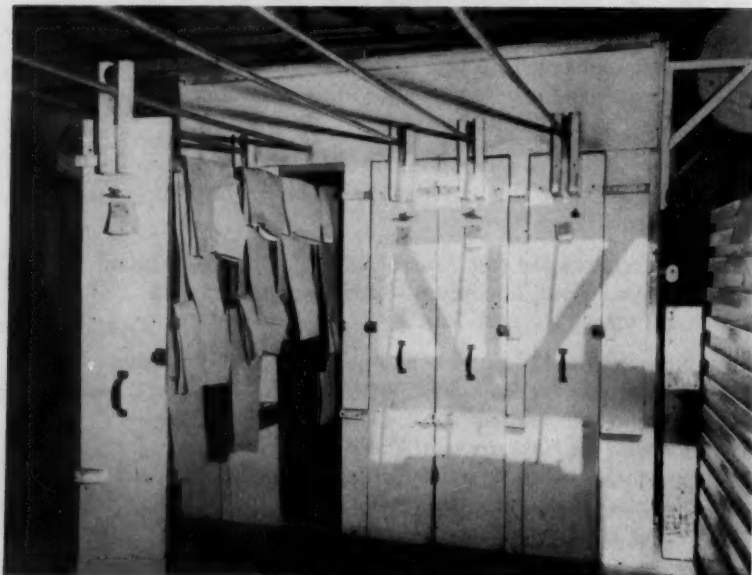
3700



Wide-open front, ample off-the-street parking space and catchy slogan attract comments and customers to this California plant



Turnstile rack made of 2-by-4 crosspiece of wood mounted to upright pipe is used to transport wet pants to drying cabinet after shaping on press



Homemade drying cabinet is credited with producing 30 to 40 pants per operator hour while eliminating heavy wrinkles and shine

CALIFORNIA

Continued from page 47

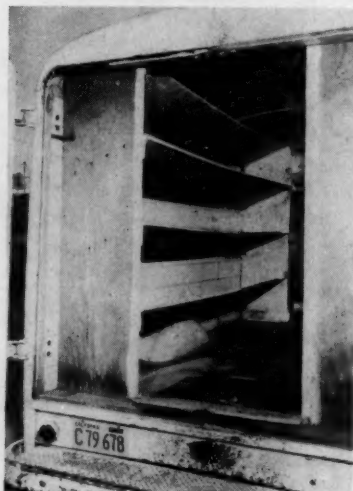
per-day trip for the driver servicing these accounts. Shelves in the big walk-in truck were a big factor in easing the driver's work, but the full import was not apparent until another truck of the same type without shelves was used one day . . . deliveries took half again as much time.

Versatile buss bars

Buss-bar wiring in the present plant originally cost nearly twice that of an ordinary job, but already has saved the difference in the ease with which equipment moves can be made. Heavy enough bars went into the original installation to take any kind of load and so far no motor has gone bad from low voltage. One of the nicest things is that safety inspectors don't bother about any changes that are made now.

All cellophane bundles

One of the few plants to wrap an entire bundle in cellophane, Mr. Akers finds it costs an extra 18 percent over the cost of paper, but it makes a beautiful package and is good advertising. Comparing cellophane with paper, Mr. Akers estimates one roll of cellophane will wrap as many bundles as four rolls of paper on the basis of 1,700 yards to a 10-inch roll of cellophane to between 400 and 450 yards in a 10-inch roll of paper. Thirty-two-inch-wide cellophane is used to wrap flat and combination bundles, 24-inch for shirts and small bundles, while 20-inch is used for two- and three-shirt orders. *Continued on page 52*

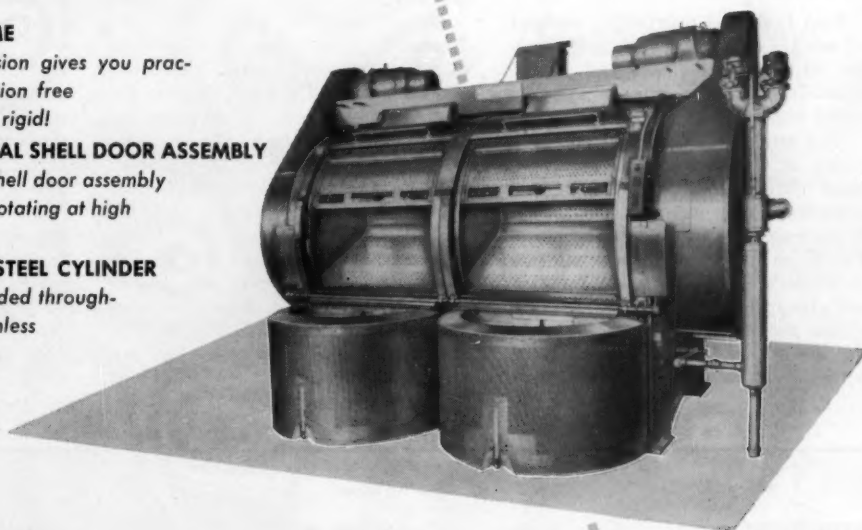


Sloping wooden shelves along side of truck cut delivery time to plant's 71 agencies almost in half because of greater convenience to driver

NO MAINTENANCE ON C/L WASHERS AND WE PROVE IT

The new C/L Stainless Steel Washer is so rugged, so superbly engineered, that it simply won't break down! On the six points which most frequently cause trouble on ordinary washers, our guarantee insures you against maintenance problems on C/L Washers:

- **THE C/L EVERTITE CYLINDER DOOR LOCK**
The cylinder door lock that won't loosen under the heaviest pounding! Absolutely foolproof!
- **THE C/L SEALOMATIC TRUNNION SEAL**
Leakproof . . . corrosion proof! Gives you full life of trunnion bearings.
- **THE C/L ONE PIECE STEEL TRUNNION**
Cast in one piece of solid alloy steel . . . eliminates permanently the danger of loosened or broken trunnions.
- **THE C/L RIGID FRAME**
Unique cradle suspension gives you practically noiseless, vibration free operation! Completely rigid!
- **THE C/L COMPRO-SEAL SHELL DOOR ASSEMBLY**
A really splash-proof shell door assembly even when cylinder is rotating at high water levels!
- **THE C/L STAINLESS STEEL CYLINDER**
Sturdy, simple, arc-welded throughout of extra heavy stainless steel! Pinch proof and foolproof doors!



WITH THE INDUSTRY'S ONLY

5-YEAR GUARANTEE!

Write, wire, phone today for complete details on the fabulous C/L Washer and the unprecedented 5-Year Guarantee.

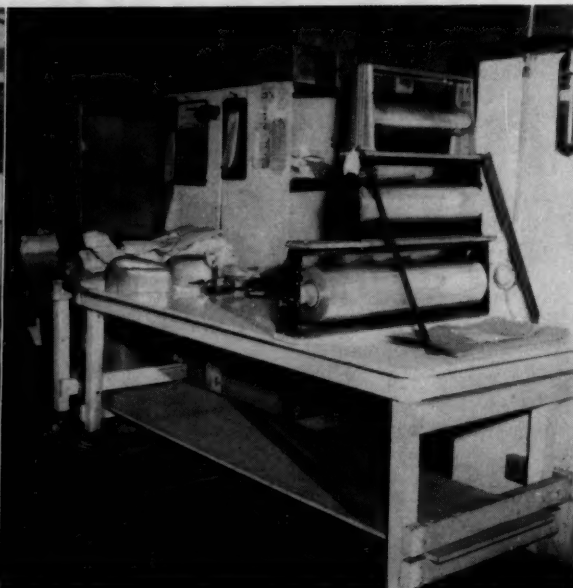
CUMMINGS-LANDAU
Laundry Machinery Co., Inc.



305-17 Ten Eyck Street, Brooklyn 6, N. Y. HYacinth 7-1616



Buss-bar electrical setup enables plantowner to make changes in equipment easily and safely



Wrapout tables mounted on swivel casters are hinged to distribution rack (right). Bundles are cellophane-wrapped. Note three size rolls

CALIFORNIA

Continued from page 50

Horseshoe stations

Two U-shaped distributing stations sit side by side against one wall. Each has 50 bins. This allows each of the distributors to process 50 bundle lots at the same time.

The arrangement of the wrapping tables at these stations is unusual, since they are mounted on swivel casters and each is hinged at one end to its respective sorting-bin structure. The hinge keeps each table in position so it won't be pushed out into everyone's way when not in use. Primarily it allows the table to fit snugly across the opening at the front of each distributing station and save space in the

plant. The casters make it easy for the operators to swing the tables out so they can get in and out of their working area with ease.

Sheets are first assembled and "squared" in the proper bins, then pillow slips, towels, bedspreads, hanks, and then shirts. These are all wrapped out as one bundle. The wrapping tables hold three widths of cellophane rolls at one end. Four-by-eight-foot sections of plywood inside on the floor of each unit serve as fatigue mats for the operators.

Everything is arranged for the convenience of the operators who distribute to the bins, check out and wrap an average of six 50-bundle lots per day. (Have handled eight such lots per day.) This, according to Mr. Akers,

compared to the same two girls' maximum production of four 50-bundle lots per day in another plant.

According to latest available figures Victor's 17 employees are handling over \$3,000 volume in a 5½-day week, with farmed-out drycleaning accounting for less than 10 percent of the total. Over-the-counter amounts to about \$750 each week, and the remainder comes from 27 agencies serviced by one truck.

Constant attention to detail keeps the wheels turning at this plant. Just how much attention the operation receives from owner Victor Akers is indicated by the size of his private office. The dimensions are 7 by 6 feet . . . just room enough to make out the daily record sheet. □□

NEW YORK

Continued from page 47

To the right of the poster is a blackboard with a record of route sales compared to the same period last year. Each year is divided into 13 periods, one for each four weeks. The complete setup shows who is doing the best job as well as who is doing the poorest. Each man's sales for the current four weeks is divided by his sales for the comparable four weeks of the previous year to determine his percentage of growth. These percentages are ranked from top to bottom on the chart and there is always a high man

and a low man on the totem pole. The importance is placed on each man's ranking and not on his percentage. He vies against his own record rather than against those of others.

Opportunity for all

The system starts new every four weeks to give each man a chance to improve his standing. Those routemen who are consistently at the top of the pole receive dividends in the form of cash prizes for their efforts at the end of the year.

By adopting this system Wilke's can keep closer tabs on its routemen

as well as spur them on to better sales records. No man likes to see himself at the bottom of the totem pole.

Another of Wilke's methods for keeping routemen up to par is to clip articles concerning sales from trade papers and post them on a bulletin board near the garage. STARCHROOM LAUNDRY JOURNAL's article "They Like To Sell" (March 1957) is currently posted and informs Wilke's men of the work and methods of other route salesmen.

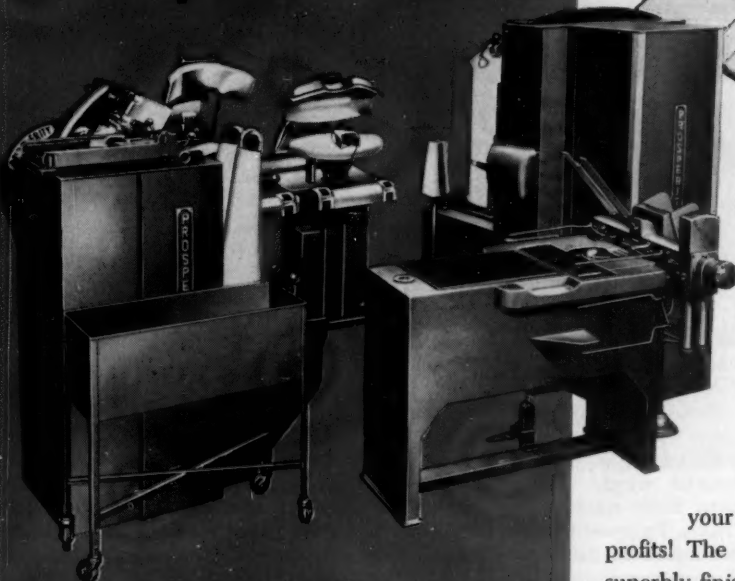
Wilke's believes that there is always a solution to any problem and a little imagination can often provide the answer. □□



"Sleeping Collar" brings you "Dream Profits"

Trade Mark*

QUALITY SHIRT FINISHING
with Speed & Ease...



PROSPERITY CABINET UNIT
with "Sleeping Collar" Shaper

- ★ Speeds production—even with operators of limited experience
- ★ Saves storage space—provides 50% more storage room for finished shirts
- ★ Delivers a "perfect shirt" . . . every time!



The PROSPERITY
company Inc.

ESTD 1937

Made in U.S.A. and Italy, Syracuse 1, N. Y.

Sales, Service and Parts in Principal Cities



FREE Sales Kit

Contains counter cards, window streamers, bundle stuffers, ad mat. Comes with each complete unit to aid you in selling your new "Sleeping Collar" service to your retail customers!

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The Prosperity Co., Inc.

*Trade Mark The Prosperity Co., Inc.



EXCLUSIVE!

The Profit-Making New
"Sleeping Collar"

Trade Mark*

SHAPER

Here is a service that will increase your business, your production, your profits! The "Sleeping Collar" shaper produces superbly finished collars with no curl-up as they leave the machine . . . no curl-up when they are stored . . . no curl-up when they are worn! It saves 50% of your storage space for finished shirts . . . 50% of box space for each packaged lot!

SEND COUPON TODAY!

For full information on the Prosperity Cabinet Unit and "Sleeping Collar" Shaper!

THE PROSPERITY CO.
125 Marcellus Street
Syracuse 1, N. Y.

7P

Please let me have additional information on the Prosperity Cabinet Unit with the "Sleeping Collar" feature.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



Information exchanges helped French delegation correlate what they had seen during two-week visit here. Harry Cohen, laundry consultant (back to camera), conducts session

Visiting Frenchmen Tell Us: Our Problems Are Much Alike

By GERALD WHITMAN

WHETHER IT'S PARIS or Pittsburgh, Avignon or Altoona, laundrymen the world over seem to share common problems that transcend international boundaries. This was made evident when we interviewed a group of French laundrymen at the tag end of their two-week whirlwind visit here last month.

The Gallic plantowners—we cornered seven of them in one sitting at a New York hotel on the eve of their departure home—were part of a laundry and drycleaning section of a 100-man French mission studying current trends in various American industries. Sponsor of the mission was the French National Association of Small and Medium Business, a quasi-official organization similar to the United States Chamber of Commerce. The entire group made the trip in conjunction with the World Trade Fair, held last month at the New York Coliseum, and included businessmen interested in television, radio, electrical equipment, autos and auto accessories.

During a fast-paced tour of several cities, including Buffalo, Niagara Falls, Chicago, Joliet, Washington and New York, the laundry delegation visited a number of varied-sized plants where they studied methods current in this country. The visitors were pretty well agreed that average production here, with regard to comparative quality and wage rates, is much higher than

in France, due—in part—to the differences in textile weight and quality found in the two countries. This pertains to both laundry and drycleaning, since most fabrics used in Europe, whether linens or garments, are of heavier weight and poorer quality than those employed in the United States. To prove this, we were invited to finger the garments worn by the French laundrymen.

According to Lucien Guibert, a plantowner from Boulogne and a graduate of the National Institute of Drycleaning, American laundry and drycleaning prices are generally lower than in France. The laundries in his country, however, offer a similar gamut of services to that found here, including complete finish, fluff-dry, bundle, etc.

Although the French laundry industry is generally moving ahead very quickly in the realm of mechanization and volume production, some plants there still pay a great deal of attention to small details and top quality. Others are trying to make the work as simple as possible by taking only all-whites and discouraging fugitives, while the remainder of the plants can be found between the two extremes.

Monsieur Guibert thinks the good firms here are very progressive and, compared with the situation found here six years ago by a similar laundry delegation from his country, our sales volume has increased substan-

tially in both laundry and drycleaning.

It was interesting to note that French linen suppliers are faced with a somewhat greater problem than is found here. French restaurant people, apparently, are great believers in getting the most out of linen rentals. A typical restaurateur, after removing a cloth from a table, will use it for wiping glasses or dishes, then carry on with the same cloth for cleaning kitchen counter tops, stove, etc. By the time the cloth gets back to the linen supplier it contains enough dirt and grease to lubricate a Renault sports car.

Accompanying us on our visit with the group was Harry Cohen, management consultant and frequent contributor of articles to STARCHROOM LAUNDRY JOURNAL. Mr. Cohen answered a number of technical and semi-technical questions put to him by the delegation, as a kind of wrap-up to what they had seen during their two-week tour.

The questions and answers, which were translated in two directions by our helpful interpreter, were mainly concerned with production figures, employee wage rates, incentives, training, marking-in techniques and comparative pricing found in the two countries.

Where's new equipment?

One particular question posed by the group threw us for a bit of a loss. Stating that they were regular readers of STARCHROOM, they asked why they hadn't seen in the American plants they visited much of the bright, new equipment shown month after month in the magazine's advertising pages. We offered the thought that there are too few pioneers around. Most plantowners will sit back and wait for someone else to try a new piece of equipment. Then, when it's found to be a money- or time-saver, everyone jumps on the bandwagon. The Frenchmen replied with the equivalent of "Ain't it the truth."

Although it had nothing whatever to do with what the Frenchmen found here, we were interested to learn that one of their group—Victor Martin of a commercial laundry in Avignon—had visited a number of laundries in Russia about a year ago. According to M. Martin, the Russian laundry industry is just awakening, so far as modern methods are concerned. The Russian laundries have far less mechanical equipment than in France or this country, depending a great deal on hand labor. The demand for laundry service is reaching such proportions now in the Soviet Union, however, that many plants are reluctant to accept new customers. □□

REVOLUTIONARY, NEW

Liquid-Lite[®]

FOR THE WHITEST, BRIGHTEST
CLOTHES POSSIBLE

Tested 2-years and approved
by laundries themselves*

THE PERFECT
LAUNDRY AID



SAVE
with *Liquid-Lite*[®]
THESE MANY WAYS

- * Eliminates bleach, blueing and softeners.
- * Saves time.
- * Saves hot water.
- * Saves labor.
- * Saves soap by boosting soap action.

*
North Laundry Co., Pittsburgh, Pa.
Suburban Cleaning & Laundry Co.,
Pittsburgh 2, Pa.
Ideal Cleaning Co.,
New Kensington, Pa.

Two years of exhaustive tests in leading commercial laundries put LIQUID-LITE in a class by itself.

LIQUID-LITE is absolutely harmless to colored fabric. In fact, it makes colors bright as new, fast colors can be washed with white.

LIQUID-LITE does not have an undesirable build-up.

LIQUID-LITE is NOT effected by water hardness.

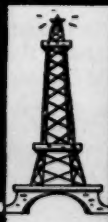
LIQUID-LITE is recommended for use in the soap step but can be applied in any rinse.

LIQUID-LITE gives results you can easily see.

So for BETTER QUALITY - LOWER COSTS - MORE SATISFIED CUSTOMERS - MORE PROFIT-give LIQUID-LITE a try. Check your distributor.

A few exclusive distributorships are still available in desirable areas. Write or phone for more information.

NOTHING GETS CLOTHES SO WHITE AS LIQUID-LITE!



TOWER

CHEMICALS, INC. Glenshaw, Pa.

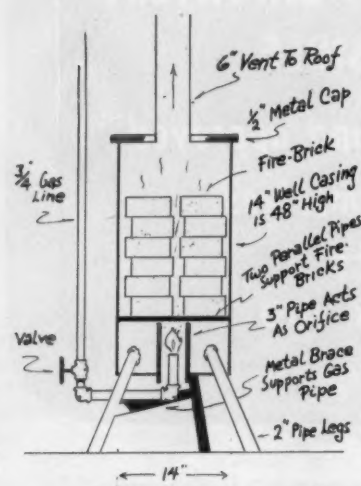
FORMERLY MIKO CHEMICAL CO

"original quality products far above the ordinary"

Phone: STerling 1-8456

Rhapsody in Bellevue

AT LONG LAST I was able to take Grenville Whyte up on his invitation to visit the home plant of Southern Service Company in Pomona, California. As you might know, I was in search of the elusive gadget. There was no doubt as to my welcome, the plant was mine, I could even tear it apart if I wanted to . . . but the consensus was that I would find nothing even faintly resembling a gadget. So, gentle reader, see what you think about the following items.



Firebrick Gas Heater

First thing at Southern Service to catch my beady little eye was a king-sized space heater in a big room used as a repair shop. If you're familiar with California you'll know that heat is needed very rarely in the southern section, but there's need to take the chill off on cloudy or rainy days during the winter months. This space heater was fashioned from a 4-foot length of 14-inch well casing. The top was capped with half-inch steel plate with a 6-inch hole cut into it so a vent could run to the roof. This 4-foot section of well casing is held upright about 2 feet off the floor by three legs made of 2-inch pipe.

A 3/4-inch gas pipe enters the bottom of the heater, at the base of a short length of 3-inch pipe which acts as an orifice for the flame. Parallel lengths of pipe inside the heater support the firebricks with which it is almost filled. It doesn't take long to warm the big room and the heated firebricks continue to radiate heat for

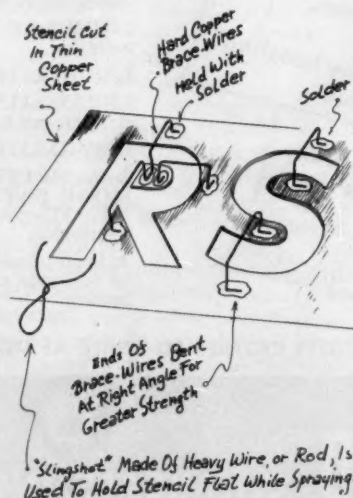
a long time after the gas is shut off. The gas line runs down from the ceiling so there is no problem of tripping, which generally happens when it's run across the floor.

Tieless Truck Stencils

Here's something I've never seen before in the way of stencils. Southern Service periodically brings its trucks in for a complete repaint job . . . and sign painters come high these days. Ordinary stencils don't do so well since it takes a sign painter to color in the spaces left by the necessary "ties" used to position the various parts of each letter, such as the center part of the letter "O," for instance. And silk screen processing doesn't do so well on uneven surfaces, either.

Well, here's an answer. Someone in the organization dreamed up the idea of using lightweight copper sheet and cutting the stencils out of it. The beautiful part of these stencils is there are no obstructing ties to remain unpainted during the spraying operation.

Brace-wires of hard copper are soldered to the copper stencil sheet and cross the cut-out spaces about a quarter or half-inch above the stencil sheet. The painter applies the spray paint at low pressure and the wires don't interfere. A length of stiff wire bent into the shape of a slingshot



fork is used by the painter to hold the copper stencil sheet flat to the surface along the area being sprayed.

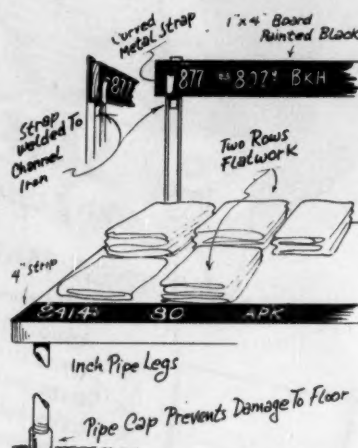
The stencils are easily cleaned since

they need only be dipped into a container of solvent, and preferably steam-cleaned to finish up the job. Care should be taken in hanging them away for storage so as not to bend the wire braces.

At present the stencils are cut with a hammer and chisel, but since this sometimes tends to distort the metal edges, the use of acid for a smoother cut may soon be resorted to. A file is used to smooth off the burrs left by the chisel.

Identification for Assembly

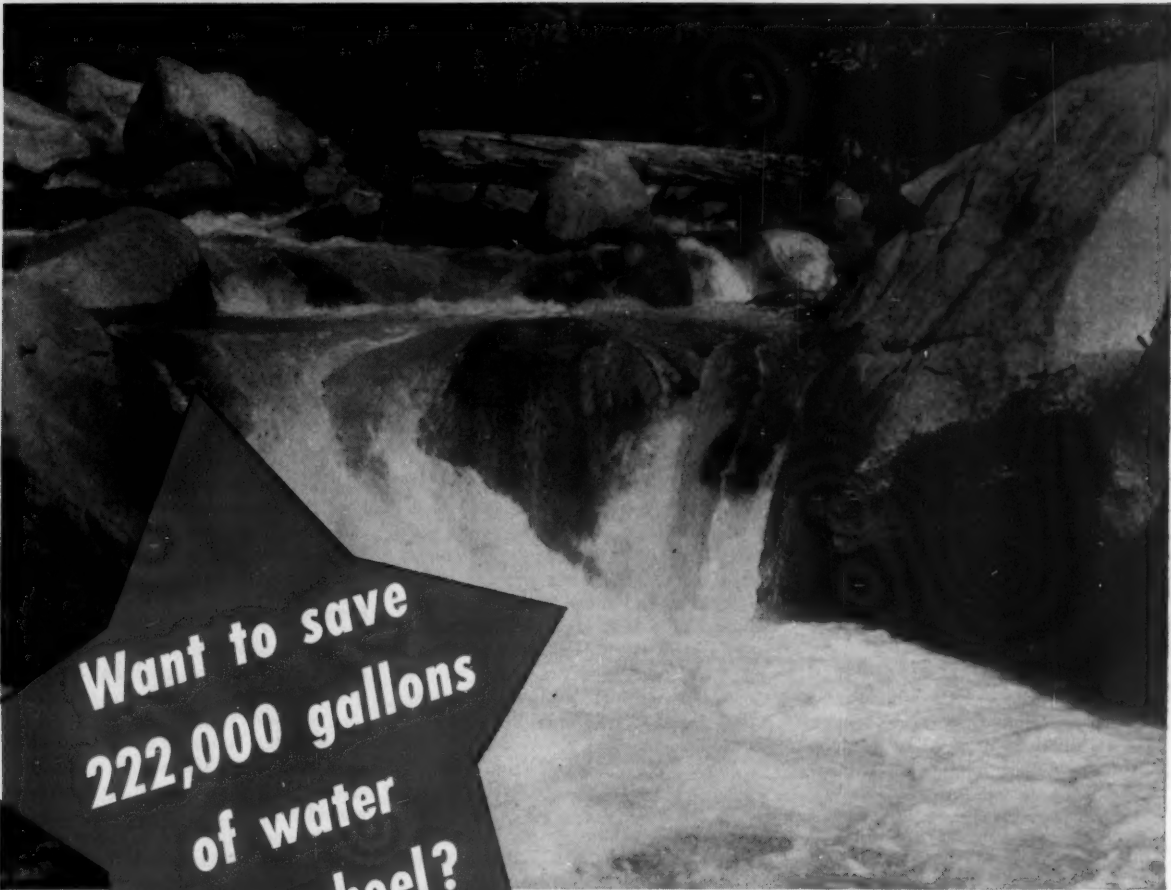
Flatwork and wearing apparel at Southern Service Company are wrapped out separately since both classifications are washed separately, a holdover practice from the war years when it greatly speeded up service. The flatwork distributing department



makes use of big 4-by-12-foot tables set on pipe frames, for the purpose of assembling flatwork orders. A 4-inch black stripe painted along the entire length of the leading edge of the long tables is used for chalking on the identification marks.

Another row of flatwork bundles can be assembled to the rear of the table with identification marks shown on a length of 1-by-4 board held above the rear edge by metal braces. This 1-by-4 black-painted board is about 2 feet above the top of the table and is held by two metal brackets.

These two metal supports are actually 3/4-inch channel iron, with curved metal straps at the top so the boards can easily be removed for numbering by the distributors. □□



**Want to save
222,000 gallons
of water
per wheel?**

**These Kever products,
used together, can do it
and improve quality, too.**

Increased water costs are sending your profits down the drain. Stop this flood of waste by using Satinette and Ultra-Lite.

A check-chart analysis will tell you exactly what you can save in your plant . . . how you increase poundage . . . maintain better quality controls. Want proof?

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SATINETTE —A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

ULTRA-LITE —Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.

THE KEEVER STARCH CO., Columbus 15, Ohio
Corn, Wheat and Other Grain Products for Industry Since 1898



The Case of the Fickle Stain

At first it looked like a cement stain . . .
but there was something odd about it

By HARRY COHEN

Laundry Management Consultant

CERTAIN STAINS may appear from time to time on work being processed in a linen supply plant that may give great difficulty to the plant manager seeking to identify and eliminate them. One such problem I encountered was a stain resembling a type that might be caused by linens coming in contact with a cement floor or other cemented surface.

In this particular plant the stain was first noticed on the sheets and pillowcases, after they were ironed. The stain had an unusual appearance in that there were definite lines showing where it started and stopped. The stain was found in many shapes, but it always had these definite lines, marking the material with a straight-line outline. Never did the stain appear as a smudge or as a soap speck.

Disappearing act

The stain would appear for weeks at a time, and then suddenly disappear completely. It would disappear without any change having been made in the plant routine. No changes would have been made, for example, in washing formula, in supplies being used, or in the degree of heat used on ironers. For no apparent reason it would reappear a few days later

and then it would disappear again.

Since the stain appeared after linen was ironed, it was first assumed that the ironer must have some dirt on it that was being rubbed off onto the fabric as it passed through. To check this possibility we ran a cleaning cloth of emery and flannel through the ironer. This was repeated until the chests were absolutely clean. The entire flatwork ironer was also blown down with an air hose, and the automatic folder was thoroughly cleaned, as well.

Equipment cleared

However, when all this was done and linen was again run through the ironer, the stains *still* appeared. This ruled out the possibility of the stains being caused by a dirty ironer.

Our next assumption was that the stains might be caused by the conveyor that carried the work to the tumblers, or by the tumblers themselves. The conveyors were thoroughly cleaned, as were the tumblers. But when tests were run again the stains were still present. The conveyors and the tumblers were not at fault.

The extractors were considered next. The baskets were completely checked for grease and grime. Since

stains are sometimes caused by linen coming into contact with soil on the bottom of dump-type extractor baskets, these bottoms were given special attention. But once again, when tests were run off the stains still remained.

Formulas not guilty

Having ruled out the possibility of the stain being caused by flatwork ironers, tumblers, conveyors or extractors, consideration was next given to the washing formulas. The possibility that this cement-type stain might actually be a stain caused by lime was considered.

To check this, the tap water was tested, and was found to be 3 grains per gallon expressed as calcium carbonate, and 20 p.p.m. of bicarbonate hardness.

This plant was using sufficient alkali and polyphosphates in its liquid soap tank to overcome hardness in the water. Since this was so, the next step taken was to make a complete titration of every operation to determine if sufficient alkali pressure and suds level were being maintained, to avoid breakdown of soap and subsequent formation of lime.

The break operation had sufficient

Continued on page 62

LAUNDRY BUSINESS TRENDS

New York

four weeks ended

Mar. 30—2.7% more than last year

M. R. Weiser & Co., New York

New Jersey

four weeks ended

Mar. 30—7.8% more than last year

M. R. Weiser & Co., New York

New England

Mar. 9—2.5% more than last year

Mar. 16—3.4% more than last year

Mar. 23—7.3% more than last year

Mar. 30—4.6% more than last year

Carruthers & Co., Boston

Southeast

Feb.—1.0% less than last year

J. R. Wilson & Co., Atlanta

CISSELL LAUNDRY TUMBLERS

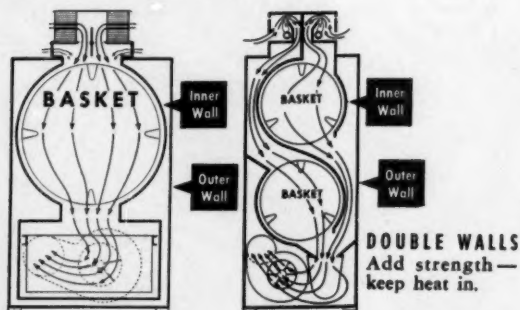
Gas-Fired or Steam-Heated. Double Basket "Twin".
Single Basket: 36" x 18", 36" x 30", 42" x 42"

BIG, HUSKY BEAUTIES

Modern in cabinet design. If you like, install them side by side, yet retain complete flexibility of all parts for simple maintenance. Here's EYE APPEAL TO CUSTOMERS . . . EVERY APPEAL TO OPERATORS . . . EVERY TUMBLER FEATURE YOU WANT AND NEED. Available with controls that actually *think* for the operator.

Compare Cissell Tumblers, point for point, — and you'll know why they're the talk of the industry.

ALSO AVAILABLE: Cissell Steam-Heated Dry-cleaning Tumblers: Single Basket: 36" x 18", 36" x 30", 42" x 42"



NO-SAG, NO-SNAG

BASKET Designed to take the load without need of auxiliary supports. Shell is welded to solid end plates. Heavy metal ribs with a sturdy cast spider connect ribs and shell into a rigid assembly. Basket may be removed in less than one minute. Perforations in basket shell are extruded to provide a smooth surface that will not damage fabrics.



ON GAS-FIRED LAUNDRY TUMBLERS

AUTOMATIC TIME & TEMP. CONTROL

Cuts off gas automatically when temperature reaches setting of Temp. Control; turns on gas automatically when temperature drops below setting. Door switch stops basket motor and cuts off gas. Time Switch, in zero position, cuts off gas automatically; remains off until Time Switch is re-set by operator . . . extinguishes Time Signal Lamp . . . notifies operator that time period has elapsed.

ON CISSELL "TWIN" TUMBLER operator can set temperature control at a low temperature for one basket, at a high temperature for the other basket . . . or to any degree of heat desired in either basket. Then, with no further adjustments, the loads in each basket will dry independently at the setting of its temp. control.

ON STEAM-HEATED LAUNDRY TUMBLERS

BELL TIME ALARM notifies operator that time period has elapsed. Door switch stops basket motor.

TIME & TEMP. DRY ALARM assists operator in determining dryness of load by time . . . Time Switch, in zero position, extinguishes Time Signal Lamp . . . notifies operator that time period has elapsed. By temperature . . . Wet load placed in basket causes exhaust temperature to drop. When dry state condition is reached, exhaust temperature is restored to normal. Temperature Lamp extinguishes . . . notifies operator that temperature of tumbler has reached dry state setting of temp. control. Door Switch stops basket motor.

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HERE'S WHAT PAYING READERS SAY ABOUT

NEW YORK: "I always read the editorial subjects with great interest. They broaden my scope. The GUIDEBOOK is always on my desk. Last year's is at home. Of the three magazines I receive, STARCH-ROOM is first. I honestly believe all the people responsible for the magazine are doing a grand, superb job."

Canada: "First class and very helpful."

VIRGINIA: "Tops. I'd be lost without it. I know others feel the same way. It's almost the bible. In fact, it is."

OHIO: "Couldn't get along without it. Keeps me up to date on current and future trends and problems."

MISSOURI: "Best in the field. We save it and refer to it all year."

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KANSAS: "Very good. Enjoyed and used all through the year."

WISCONSIN: "Very good. Big help with key employees. Can get many good suggestions."

New Mexico: "First rate. Not enough of it."

Kentucky: "Excellent."

CANADA: "On my desk at all times. We always take the sources of supplies from the BUYER'S GUIDE."

NEW YORK: "A must in our plant."

FLORIDA: "Splendid. Helpful? You know it."

CALIFORNIA: "The ANNUAL GUIDEBOOK is why I am a subscriber. It has helped me find supplies I use in my department."

NEW YORK: "This is my bible on laundry items. Stop it and I won't be a subscriber."

ALABAMA: "Your GUIDEBOOK is tops in every phase."

NEW YORK: "It would take a whole page to write what I think about your ANNUAL GUIDEBOOK. To say the least, it's worth its weight in gold."

Missouri: "A wonderful reference. We keep them in our lockers all year."

THE ONE AND ONLY GUIDEBOOK OF THE LAUNDRY INDUSTRY

Only STARCHROOM LAUNDRY JOURNAL has readers who, from coast-to-coast, pay for the privilege of getting the magazine.

Only STARCHROOM LAUNDRY JOURNAL publishes the industry's famous GUIDEBOOK ISSUE, complete with the big BUYER'S DIRECTORY SECTION.

Only STARCHROOM LAUNDRY JOURNAL can draw from paid subscribers the kind of endorsements reproduced on these pages.

Leadership in publishing for laundrymen? Readers' comments prove beyond a doubt that THE JOURNAL has no equal. Although their offices can be cluttered with stacks of literature they get *free*, top laundrymen still *pay* to get THE JOURNAL . . . then go on record with tribute after tribute to the magazine.

Every GUIDEBOOK we publish is a history-maker—anticipated, used, saved and referred to again and again by paying readers who agree they couldn't get along without it:

GUIDE TO LAUNDRY IDENTIFICATION (1956) . . .
GUIDE TO BUILDING A GREATER DEMAND FOR
YOUR PROFESSIONAL LAUNDRY SERVICES (1955) . . .
GUIDE TO LAUNDRY ACCOUNTING (1954) . . . GUIDE
TO THE EXPANDING LAUNDRY MARKET (1953) . . .

they've all done their share in strengthening professional laundries and strengthening the industry.

THE JOURNAL's 1957 GUIDEBOOK will be another history-maker too. Plans for it—six months before publication—are already on the drafting board. Readers will get it in October. In next month's issue, June, they'll get a chapter-by-chapter description of it. Watch for the announcement.

STARCHROOM LAUNDRY JOURNAL

First in the Laundry Industry Since 1893

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

ABC/ABP

*Michigan: "We use the
Buyer's Guide quite often."*

*KANSAS: "Tops. Would
not be without it."*

*TEXAS: "This copy I really
look for and keep."*

*VIRGINIA: "Excellent and so
valuable that we save them
in our library."*

*Maryland: "We refer to
it frequently."*

*WASHINGTON: "Many
times when I'm looking
for the answer to a prob-
lem, I go to my GUIDE-
BOOK and there it is."*

*New York: "Helpful? Yes,
in purchasing."*

*GEORGIA: "Referred to very
frequently to locate certain
products and manufacturers."*

Continued from page 58
alkali to require 10 drops of a normal hydrochloric acid reagent. The suds operation required 8 drops of normal hydrochloric acid, while the bleach bath required 6 drops of normal hydrochloric acid. Obviously the break, suds and bleach operations were of sufficient alkalinity to prevent any formation of a lime deposit on the linens being washed.

All the rinses were found to be of adequate temperature, sufficient water levels and running time, and were titrated to the last rinse which required

only 2 drops of a tenth-normal hydrochloric acid. The rinsing was adequate to remove all of the alkalinity.

The plant had automatic washwheel controls, all of which were in good working order.

The bleach tanks were inspected next. Some plants have bleach tanks lined with cement; it is possible for particles of this cement to break loose and fall into the bleach solution. This was not found to be the case, however, in this particular plant. The plant, in fact, used a rubber liner.

An inspection was then made of

the hot-water tank, to see if any of the lining on the inside might be breaking loose. All of this was found to be in satisfactory condition.

A careful inspection of the washwheel indicated no lime deposit on the inside cylinder. This was inspected again on the following day, after the first round of washing, and there was a lime deposit on the inside cylinder wall. This film of lime was not readily apparent in a visual check of the cylinder. But when a piece of cloth was rubbed on the shelf of the pocket, a very fine film of lime was noted on the cloth.

Apparently, the lime that was present was the cause of the trouble. But where did it come from?

Again titrations were taken, and again they were found to be satisfactory. However, a test of the water indicated $5\frac{1}{2}$ grains of hardness, as compared with the 3 grains found on the previous day.

Water supply is culprit

An investigation of the water supply seemed indicated. When this study was made it was found that two reservoirs were being used to feed water into this city. The water in the first reservoir was of 3 grain hardness, and the other was of $5\frac{1}{2}$ -6 grains. The water supply company would change intermittently, without giving notice to any of its users.

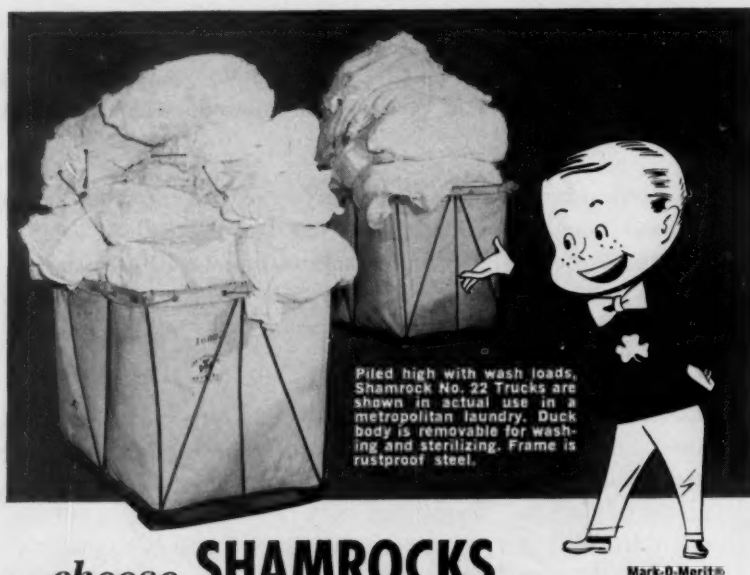
After this was discussed with the personnel of the city water department, they agreed to notify the laundry whenever they planned to change from one reservoir to the other.

The laundry adjusted its formulas accordingly. And the staining problem was finally solved.

These cement-type stains were, in reality, lime stains. The clearly definable lines that had identified the stains were caused by the shelf inside the washwheel (which was a Y-pocket wheel). When the linen remained in the wheel after washing and before being pulled, it rested on the shelf inside the wheel, and the lime from the corners of the pocket would come into contact with the linen. Although the lime stain was not visible to the observer when the linen was wet, the ironing operation brought out the stain.

Had this plant used a water softener, of the zeolite type, this condition could not have occurred.

In conclusion, it should be emphasized that the laundry manager who finds a puzzling stain occurring on linen being processed in his plant must take all factors into consideration in attempting to locate—and so correct—the causes. □□



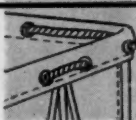
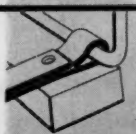
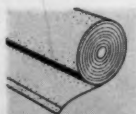
Piled high with wash loads, Shamrock No. 22 Trucks are shown in actual use in a metropolitan laundry. Duck body is removable for washing and sterilizing. Frame is rustproof steel.

choose **SHAMROCKS**
for long-wear features like these

Extra heavy canvas duck—the finest quality available—insures longer wear from Shamrocks.

Frame anchored to bottom—spring steel frame is securely joined to flat steel grid base and hardwood runners. Frame stays firm under heavy load.

Body laced to frame with No. 6 sash cord. Another Shamrock extra that helps give maximum strength . . . plus convenience in washing, sterilizing.



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"CLEAN LIVING" GIVES A CHEVY ENGINE LONGER LIFE!

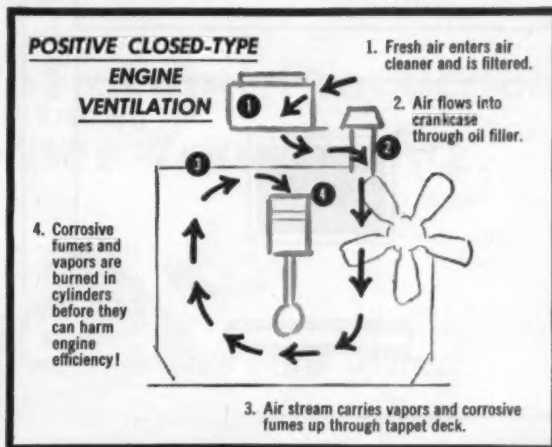
... more evidence that Chevrolet Task-Force trucks are engineered better and built better for bigger savings!

This drawing shows, roughly, one of the ways in which Chevrolet truck engines minimize a major cause of wear—dirt! Now consider this additional evidence that Chevy heavy-duty V8's and 6's "live clean" and bring you fleet, dependable power that costs less to use!

Extra filters give extra-clean fuel—Only clean fuel reaches the engine—that's one reason you can depend on a Chevrolet truck! All fuel is filtered twice (once in the fuel tank and again in the carburetor) to keep dirt and water from hampering efficient operation. Chevrolet truck V8's provide a third filter, at the carburetor, for triple protection!

Oil stays clean longer, too—Chevrolet truck V8's and 261-cu.-in. 6's come equipped with modern high-capacity oil filters (V8 filters are of the Full-Flow type). These engines keep clean oil flowing to moving parts; parts wear less and last longer because of it!

Even the air is cleaner—Dust and foreign matter in the



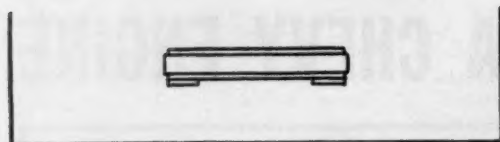
air an engine "breathes" can reduce engine life by years. Chevrolet minimizes this wear-producing factor by providing big oil-bath air cleaners as standard equipment on all truck engines.

These are sound under-the-hood reasons why a Chevrolet truck will stay on your job and save on your job. There are others, too, including short-stroke V8 design (shortest stroke of any truck V8's!) and 6-cylinder engine design that puts out more power than any other in the field. You'll learn about them all when you visit your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

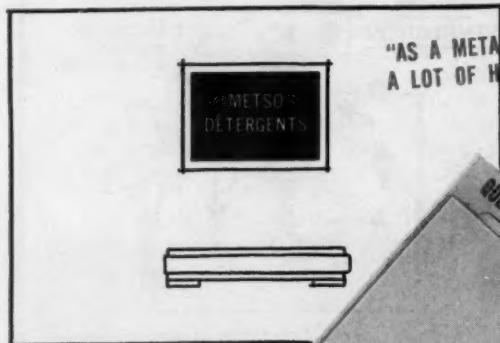


Biggest sellers . . . because they're biggest savers!

CHEVROLET TASK•FORCE 57 TRUCKS



"A LOT OF GOOD INFORMATION CONTAINED IN THEM THAT WE CAN HAND OVER TO OUR LAUNDRY HEAD"

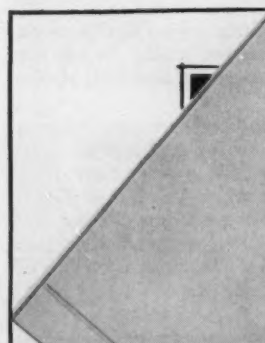


"AS A METASILICATE USER I HAVE GOTTEN QUITE A LOT OF HELPFUL INFORMATION FROM YOUR DATA SHEETS"

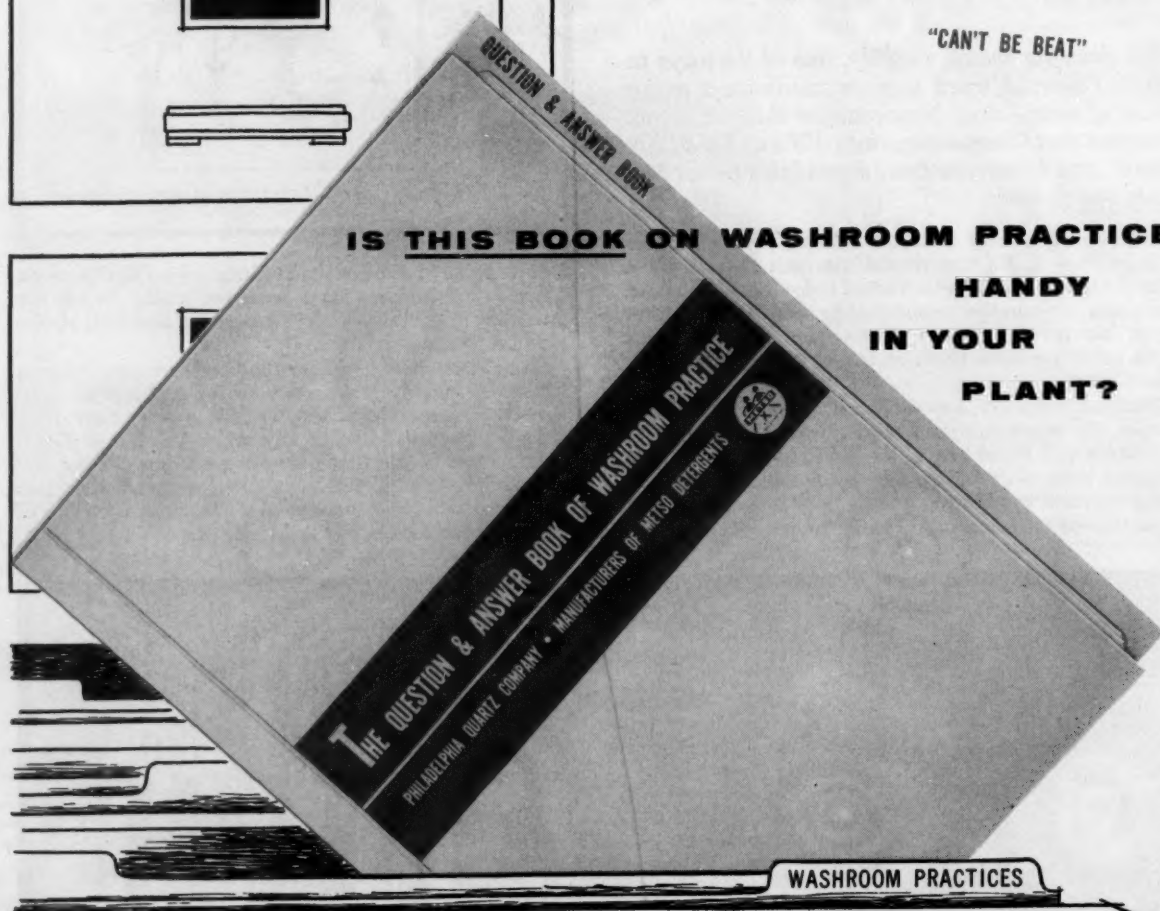
"MOST INTERESTING AND HIGHLY INFORMATIVE"

"EVERY DATA SHEET IS JUST WONDERFUL"

"CAN'T BE BEAT"



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Let us add your name to the mailing list. No charge or obligation. Periodically you will receive Data Sheets for inclusion in this book with concise information on the many subjects of interest to laundry owners and managers. Examples of these—"Is there a best washing formula?", "What's the right temperature for rinsing?", "How to prevent suds from falling", "What is pH and how do I measure it?". Q & A Data Sheets and a Metso Detergent in your washing formula are a team hard to beat. They both help you to produce quality work easier.

Be sure you ask for Metso Silicated Detergents made only by Philadelphia Quartz Company.

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TRADEMARKS REG. U.S. PAT. OFF.

Here's How The SAGER CUTS SHEET SHAKING COSTS in HALF

Pocock's Corner

Fifty percent
MOISTURE
CONTENT?
Like 'ell!

It's a fact that the basic control of all flatwork production is the MOISTURE CONTENT of the goods. Sure, M. A. Pocock there are many other factors, but what comes by way of the extracted goods from your hydro is the basic answer so far as high production is concerned. Maximum ironer production is impossible unless a moisture retention of 50%, or lower, is attained.

Let us assume that you actually average 600 sheets per hour, each sheet having a dry weight of 1.5 pounds. When these are ready to iron (fresh from the extractor) with a 55% moisture content, the total weight (damp), going into the ironer will amount to 1395 pounds. Therefore, you must evaporate 495 pounds of water $\div 8.33 = 59.4$ gallons every hour, almost 8 gallons per chest on your 8 roll ironer. For those few plants in the U. S. who have attained 900 sheets per hour, the water evaporated would amount to 89 gallons per hour. By the way, do you know where all this water goes?

Too many laundry operators talk of EXTRACTION, something you cannot weigh or measure. You must think in terms of MOISTURE CONTENT, that is, the amount of water retained by the goods, AFTER extraction—the water that is to be evaporated.

In order to increase ironer flatwork production, from and at, the general average of 55%-60% moisture retention, you MUST remove more moisture before ironing. This may be done by several methods. Before I tell you about these methods, let me advise you that, in all cases, it is necessary to make provision for rapid handling to and from SHAKE-OUT to the ironers. No foolin'—this is serious. See you next month.

M. A. Pocock



Speeds Up Flatwork Production Increases Your Profits

The

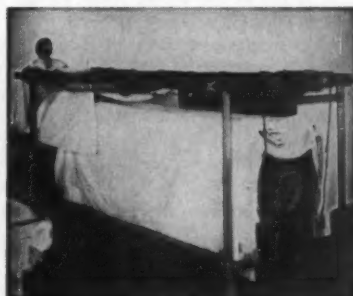


★ Increases Production With Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

★ Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager "B" Spreader. Handles 1200 to 3000 sheets and spreads per day

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines.



Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

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Minneapolis 13, Minnesota

Firm _____

Street _____

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State _____

Print your name _____



Left: Students of ALL employee training and leadership course watch intently as other class members demonstrate correct training techniques. Right: A laundry manager teaches "employee" proper method of folding sports shirt. Patience and cordiality are important elements of training

Leadership Course Accents Training

LAUNDRY MANAGERS and supervisors attended the three two-hour sessions of the recent "employee training and leadership" course, held April 1-3 at the Hotel New Yorker in New York City.

Conducted by Bob Dolhof of the American Institute of Laundering, the course dealt with supervisors' responsibilities, training employees on the job, handling of employee problems and developing a feeling of pride in the laundry.

Chalk talks and discussions were held for the 39 students attending from the New York and New Jersey

area. One of the most interesting discussions was held the second night, in the session on breaking in new employees.

Several members of the class brought bundles, shirts, flatwork, invoices and the like, with which they could make a demonstration in training a new employee. Demonstrations ranged from teaching a girl to shake towels and to fold sports shirts to the more difficult task of classifying and marking.

A basic pattern was followed by most of the instructors. They first prepared the learner for her new job, in-

troduced themselves and put the novice at ease. The next step was to give a patient and thorough explanation of the functions and duties of the job. Next the learner performed the task herself while the teacher corrected all mistakes. Finally a follow-up was made to see that the job was being performed correctly.

The premise of the lecture was, "If the worker hasn't learned the instructor hasn't taught."

This course was held recently in Philadelphia and is scheduled for other locations in the near future.

—Richard Vinocur

M.I.L.M.A. Holds Press Conference

PRODUCTION STANDARDS underwent close scrutiny at a recent meeting of the Metropolitan Institutional Laundry Managers Association at Mount Sinai Hospital, New York City.

Frank Jacobson, vice-president of the group, led the discussion which served to caution the members against the tendency to compare another plant's press production standards

with their own. There are just too many variables.

To illustrate this point, he called on the members to name some of the factors which could affect press production. Heat, light, supervision and morale were cited and in 10 minutes time his blackboard listed two dozen such factors. (The detailed list was carried in STARCHROOM's April issue.)

Carrying the theme a step further, Mr. Jacobson illustrated the fact that production standards should be eyed with suspicion since the garments themselves are not standardized. Nurses' uniforms, for example, come in a variety of sizes, styles and materials. As for pressing procedure, it was generally agreed that uniforms with sleeves and cuffs, no fancy collar, opening in front should be processed in this order: (1) collar, (2) cuffs, (3) sleeves, (4) yoke, (5) left back,



Round-table participants include some of 60 institutional laundry managers and allied tradesmen who turned out for full-day meeting at Mount Sinai Hospital

If your fender cloths look like this after 6 weeks . . .



YOU NEED

DYNEL



Both cloths shown here have been used and laundered 6 times, receiving identical treatment. What happened to the first one is an old story in the rental laundry field—conventional fibers can't stand up under laundering and exposure to chemicals. DYNEL, on the other hand, is unaffected by battery acids, stoutly resists the rigors of commercial laundering. That's being demonstrated over and over, in use on the job. For a more profitable rental operation, get DYNEL. We'll be glad to send a list of suppliers.

DYNEL acrylic fiber • Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.

(6) right back, (7) left bosom, (8) right bosom, (9) center of skirt and working to front on right, (10) back to front on left of skirt.

A show of hands also indicated that the type of equipment used for finishing nurses' uniforms also varied. About half those voting used two 51-inch presses with one mushroom press and one operator. Or two 51-inch presses with three mushrooms and two operators. Production with these units ranged from 10 to 12 uniforms per hour. The other half, using one 51-

inch press and two mushrooms, averaged around 12 with no touch-up.

It was concluded that the choice of equipment depended on labor and floor space available as well as the volume of work to be produced.

During the morning session, the members had the opportunity to tour the laundry's various departments and witness several demonstrations.

They saw a simplified vat dyeing formula put to use in a regular wash-wheel, new techniques in the repair room using heat applied precut

patches, and a demonstration of a heat-sensitive tape which identified sterilized operating room packs.

The members also had the chance to see a coat and uniform pressing demonstration by an operator from the New York Hospital through the courtesy of that institution's laundry manager, John Kenney.

A business meeting conducted by Frank Sepkowski, the association's president, concluded the day's program. Mount Sinai's laundry manager, Fritz Field, was host.—Henry Mozdzer

Young Execs Tell "How To"

FOUR MEMBERS of the Metropolitan Young Laundry Executives group contributed the following thoughts on industry problems at last month's dinner meeting at Cavanagh's Restaurant in New York City:

Inspire Routemen To Sell: Sam Swerdlhoff, Emerson Laundry, Elizabeth, New Jersey, described a contest which has helped to increase his company's eight-route average from \$400 a week to \$590 in four years time. The contest runs all year long with awards made every 13 weeks.

Each man is given a quota based on his average sales of the year before. At the end of each quarter he receives one dollar for every dollar he has increased sales over the quota average. At the end of the fourth quarter the salesman gets \$10 for every dollar over average. (Price increases do not count. If prices went up 5 percent during the year, the man must add 5 percent to his quota before he can start counting on his bonus.) The two route supervisors are also included in the contest receiving \$2 for each dollar their team increased at the end of the year.

Last year the company gave out \$2,800 in prize money with individual awards running as high as \$600 and \$700. Management is pleased with the results and prefers to use its money this way instead of spending it on sales promotional material. The only thing it uses is bundle inserts.

Another wrinkle which may surprise some sales managers is Emerson's policy of *not* holding group meetings more than four times a year. Management believes much more is accomplished by calling in the men individually to discuss their progress with the supervisor at monthly intervals. Such meetings may last anywhere from 10 minutes to two hours.

Emerson's "no-questions-asked" claims policy also helps route selling. All claims are settled with stock or cash within two weeks. Last year's claims amounted to 1.6 percent of sales.

Joseph Plonski, Columbian Laundry, Newark, New Jersey, explained the details and mechanics of the New Jersey Laundry and Cleaning Institute's Distinguished Salesman's Award program and how it inspires routemen to sell. Now in its fourth year, the

"Oscar Program," as it is sometimes called, has 14 participating plants all of whom believe that recognition for a job well done can be a bigger stimulant to sales than money alone.

Plan a Selling Campaign: Lauritz Schou, Pilgrim Laundry, Brooklyn, New York, indicated the extent of and policies governing sales promotional activities at his plant and gave these suggestions for planning a campaign:

1. Plan well in advance to maintain better control of the sales dollar.
2. Follow a course that will coordinate various programs.
3. Publicize your campaign to your staff as well as to the customers.
4. Welcome new ideas from all sources.
5. Be a good listener.
6. Believe in your plant and your product.

Plan for Increased Minimum Wage:

Charles Shacter, Brighton Laundry, Brooklyn, New York, reviewed the new state minimum wage law, gave some of its implications and offered ways in which the increases could be met.

He saw that an increase in prices could offer some relief and suggested that such increases should be made in gradual stages over a period of three or four months. A better way, of course, to meet the situation was to review production standards and to get all employees in on bonus or incentive plan to improve efficiency.

Mr. Shacter also suggested that management should investigate the merits of new machinery and be always on the alert for better ways of doing things. He concluded with this advice: "If you are going to do anything, start now."—Henry Mozdzer



Guest speakers were, left to right, Charles Shacter, Joseph Plonski, Sam Swerdlhoff and Lauritz Schou



thanks to Dow Sodium Orthosilicate

That's one customer Jim won't have to worry about losing

Jim, our driver, had told me several times he was worried about losing one of his best customers, a heating contractor. Seems they were complaining about overalls and work shirts not being clean enough.

Then, the other day, Jim started bragging that he hadn't had a complaint for a couple of months. Said he even had some compliments on the shirts. That figures, I said, because a couple of months ago is when we started using Dow Sodium Orthosilicate to build our soap.

Jim looked puzzled, so I explained how it extends washing

power by a third or more—gets grimy work clothes clean in one single cycle. That's because it neutralizes soil acids, suspends insoluble soil and prevents it from depositing again.

Well, Jim is convinced Dow Sodium Orthosilicate is responsible for us keeping an important customer. And I'm convinced it will help us get a lot of new ones.

Write today for your copy of the new Dow Sodium Orthosilicate booklet. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department AL 601M-1.

YOU CAN DEPEND ON

DOW

Laundry News Notes



ST. HELENS, ORE.—Mr. and Mrs. George Tilley have purchased the self-service laundry at Columbia Blvd. and Fourth St. Former owners were Mr. and Mrs. Clyde Reynolds.

PORTLAND, ORE.—Northwest Industrial Laundry Co., 1848 N. W. 23rd Ave., has announced another type of laundry service, which will include cleaning all kinds of canvas and canvas sports clothing. The company is also located in Eugene, Salem, and Walla Walla and Centralia, Wash.



PHOENIX, ARIZ.—T. H. Fowler has opened his third Wash-Rite Laundry & Cleaners, at 27th Ave. and Camelback Rd. Mr. Fowler also operates Paris Cleaners at 1520 N. Central.

VICTORVILLE, CALIF.—An open house was held recently at Mission Linen Supply, Sixth and Lincoln Sts., in its new \$200,000 plant.

LAREDO, TEX.—A storage vault has been opened by Laredo Steam Laundry, 619 McClelland, it was announced by Sam Stockbridge, Sr.

MORRISON, OKLA.—Mr. and Mrs. E. E. Burk have purchased Fowler Laundry from Mr. and Mrs. Lester Fowler.

LOS ANGELES, CALIF.—Jannette Brody has announced plans to purchase Hollywood-Gower Laundromat, 6045 Hollywood Blvd., from Carl L. and Betty H. Kaufman.

POMONA, CALIF.—Mr. and Mrs. George Rommell and daughter, Helen Acres, have purchased Ideal Curtain Laundry, 550 S. Caswell St., from Mr. and Mrs. A. R. Huffman.

PAULS VALLEY, OKLA.—I. A. Crouse has purchased East Side Laundry, 602 E. Charles, from V. A. Millsap.

EL PASO, TEX.—Acme Laundry and Cleaners has opened its fifth drive-in call office, at 7915 Dyer St.

LOS ANGELES, CALIF.—Samuel Henkin has announced plans to purchase Weiss Launderette, 3991½ Sawtelle Blvd., from Gertrude Weiss.

CALISTOGA, CALIF.—Airpark Laundry was scheduled to be opened in the Thompson Cleaners' Bldg. by Jim Maltby, according to a recent announcement.

NORTH HOLLYWOOD, CALIF.—Joe Alcalá has announced plans to purchase North Hollywood Launderette, 5003 Lankershim Blvd., from E. L. Smith.

SONORA, TEX.—Thomas B. Thorp has bought the interest of Clyde Clemmens in the Sonora Steam Laundry and Dry Cleaners.

DEL NORTE, CALIF.—Announcement has been made of the sale of the Del Norte Laundry. The new owner is Robert McKee.

DENISON, TEX.—Bob Cherry, who is associated with his father in Snow White Laundry, has been appointed a director of the Chamber of Commerce of Denison.

REDONDO BEACH, CALIF.—Sumner P. Shelly has announced plans to buy Boulevard Laundry, 1989 Redondo Beach Blvd., from John and Eileen Kirk.

LOS ANGELES, CALIF.—Preliminary plans for an addition to the Rancho Los Amigos laundry plant have been approved. The addition will cost an estimated \$117,399, it was announced.

LOS ANGELES, CALIF.—Emery and Ethel Radnai have announced plans to purchase Adams-Redondo Launderette, 5232 W. Adams Blvd., from T. Tanimoto.

TUCUMCARI, N. M.—Sale of the Sanitary Laundry at 302 Railroad Ave. by Mrs. Roxy Parker to J. L. Snider and Herschel Finley has been announced.

CANOGA PARK, CALIF.—Ben Hook has announced plans to buy Canoga Park Laundromatic, 19738 Sherman Way, from Clarence and Erma May.

ARCATA, CALIF.—Construction is now under way for the new Arcata Laundry office and plant, it has been reported by Miss Eve Sobol and Harold Foltz.

RIALTO, CALIF.—A grand opening was held recently by Ray and Mildred Fuller at their new laundromat, located in the McFarland Bldg., 112 S. Date St.

LOS ANGELES, CALIF.—Edwin and Margaret Robb have announced plans to purchase a laundromat located at 4276 Melrose Ave., from Mrs. Catherine Kirwan.



BROOKLYN, N. Y.—Robert G. Young, president of Pilgrim Laundry, Inc., was appointed the chairman of the Laundries Division for the 1957 Brooklyn Red Cross Fund Drive. His vice-chairman was Robert F. Walmsley, Jr., of Peerless Towel Supply Co., Inc.

GRIMSBY, ONT., CAN.—City Laundry-Drycleaners has opened a branch at 68 Main St., W.

HARTFORD, CONN.—Paul E. Leuthold, owner of Pauls 3-Hour Laundry and Dry Cleaning Stores, Inc., has opened his fifth store, in the Crossroads Plaza Shopping Center at Bishop's Corners in West Hartford.

WEST BOYLSTON, MASS.—A branch of Muir's Laundry Inc. has been opened at 205 W. Boylston St. Mervyn E. Richards is president of the firm, which has its headquarters at 205 Chandler St. in Worcester.

HIGHLAND, N. Y.—Mr. and Mrs. William Frisch have opened Highland Laundromat on Main St.

NEW YORK, N. Y.—Consolidated Laundries Corp. has purchased property at 194 Franklin St. and 65 India St. for use in its laundry business.

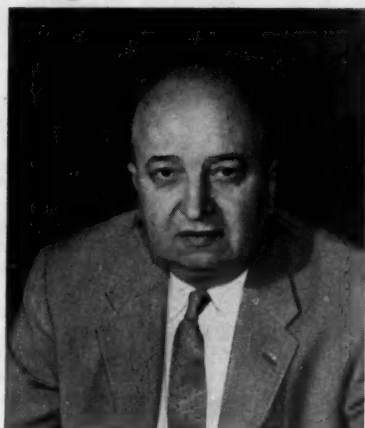
CRANFORD, N. J.—Lester Hecht and John Striker have opened Cranford Laundromat, 108A Walnut Ave.

NEW YORK, N. Y.—Hilda M. Folkman has been elected chairman and president of Home Linen Suppliers, Inc., and Rebann Laundry Corp. of Long Island City, it was announced. Mrs. Folkman formerly was vice-president of both companies.

UTICA, N. Y.—John N. Murray has purchased Oneida Square Launderette

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VELVA-SOFT® to bring in more business—to make greater profits



"Approximately 2 years ago our laundry began using Velva-Soft on a trial basis. Today we wouldn't be without it. Velva-Soft turned out to be one of the most profitable service improvements we ever made.

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save on electric bills! And shake-out time is faster... easier.

Static electricity is almost eliminated when you use Velva-Soft. Shirts and uniforms won't stick to the presses—even those beginning to wear around the collars. And Velva-Soft slashes tumble drying time by 15%. You finish faster with no increase in the number of dryers.

And to top it off! Velva-Soft has tried and proved advertising and merchandising programs ready to go to work for you.

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May 15, 1957

71

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temperatures—permit faster machine speeds; their long life eliminates stoppages for roll changing.

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from Clifford Onyan. In connection with the purchase, Mr. Murray has formed a corporation, to be known as Utica Laundrette Inc.

NEWARK, DEL.—Lauderama has been opened by Robert I. Williams at the Elkton Rd. Shopping Center.

ELIZABETH, N. J.—Mahlon M. Scott was elected vice-president and secretary of Morey LaRue Laundry and Dry Cleaning Co. at the annual stockholders meeting. Other officers of the company were reelected. They include his parents, Mrs. Helen M. Scott, chairman of the board, and Frank Scott, Jr., president, also Louis W. Haviland, vice-president of production; Lester H. Wright, vice-president in charge of sales; Albert L.

Ward, treasurer and assistant secretary, and Miss Agnes M. Lauer, assistant treasurer.

BEAVER FALLS, PA.—Seventh Avenue Laundromat has been opened at 703 Seventh Ave., by Mr. and Mrs. Peter Gulla.

TAUNTON, MASS.—Wakefield Laundry was among the winners of a safety award presented during the annual Massachusetts Safety Conference in Boston to companies whose highway fleets went through 1956 without reportable accidents.

ONEIDA, N. Y.—Wilkins-Castle-Wilkins Co., laundry and drycleaning con-

cern, located in the Drake Block, has leased property in the American Stores Bldg. on Main St. for the establishment of a shirt laundry and one-hour dry-cleaning operation.



GRAND RAPIDS, MICH.—V. B. Watkins of Grand Laundry has been elected president of the Detroit Institute of Laundering for 1957. Other officers are Robert Hermans, Troy Laundry, vice-president; Horatio B. Lewis, Dy-Dee Wash, secretary, and Bernard Milinsky, Wayne Laundry, treasurer. W. L. Balkwill is the executive secretary. All officers will serve on the board of directors with Horace McKnight, Palace Model Laundry; Jack Lapides, Quality Laundry; John Anker, LaMeasure Laundry; Walter Risdon, Hoyt Laundry, and Nathan Weinstein, Sanitary Laundry.

ST. LOUIS, MO.—Click's Laundry, Inc. has purchased the property at Delmar Blvd. and Lake Ave., which it has occupied for the past 30 years under lease.

FLINT, MICH.—White Star Laundry, 1714 N. Saginaw St., has opened a new drive-in at 3205 S. Saginaw St.

GENOA, ILL.—Donald Saari has rented the LeKander Bldg. on Main St., and plans to establish Genoa Laundromat and Cleaners there. Herbert Guse will manage the business.

BEXLEY, OHIO—Mr. and Mrs. R. F. Brandt have taken over Livingston Laundromat, 956 E. Livingston Ave. The establishment is now operated as Brandt's Laundromat.

GREEN BAY, WIS.—Robert Theroux has announced the establishment of a new Laundromat at 1181 W. Mason St.

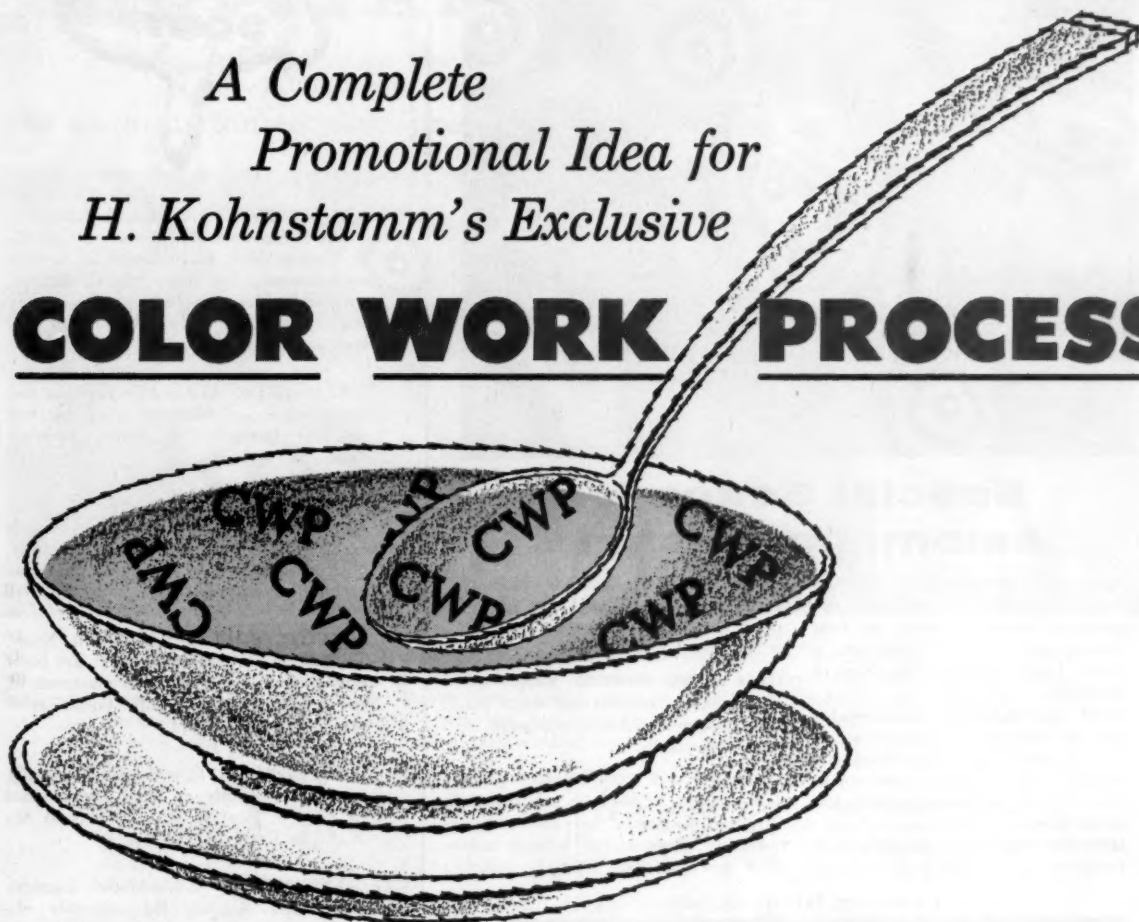
HILLSBORO, OHIO—J. E. Brunner is the operator of the new Spic-N-Span Drive-In Laundry at Key and E. Walnut Sts.

GRAND RAPIDS-MUSKEGON, MICH.—Stork Dy-Dee in Muskegon will merge with Infant Dy-Dee in Grand Rapids, according to an announcement by Ray Van Tuinen, president of Dy-dee Wash Diaper Service of Grand

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LEVER FORMULA 880—designed for delicate fabrics in lukewarm water. A built synthetic—spray-dried and granular—for difficult water conditions. Optical whitening agent is stable to bleach.

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Rapids. Both firms will be consolidated under the new trade name, Dy-dee Wash. The Grand Rapids location is at 839 Butterworth St., S. W., and the Muskegon location is at 3045 Hoyt St.

CHICAGO, ILL.—Rainbow Laundry, Inc., has announced the purchase of 13 stores from Orchid Cleaners, Inc., and one from Topps Store, in the north and west suburbs.

AURORA, ILL.—Five drivers of the Walker Laundry, Cleaners and Dyers were honored recently for driving a combined total of 10 accident-free years. Safe driver pins and certificates were awarded by the Hartford Accident & Indemnity Co. to Oscar Peterson, three

years; Ralph Gorham, two years; Walter Leaf, two years; Frank Elstad, two years, and William Reynolds, one year.

ST. LOUIS, MO.—Construction has begun on a new fur storage vault for Midwest Laundry and Cleaners, as an addition to the existing structure at Skinner Blvd. and Vernon Ave.

EAST ST. LOUIS, ILL.—Edgemont Launderette has been moved to a recently constructed building at 8015 State St. The establishment is operated by Mr. and Mrs. Albert J. Davinroy.

BAY CITY, MICH.—Hudson Launderers and Dry Cleaners, 1022 N. Jack-

son St., was damaged by fire recently, with an estimated loss of about \$40,000.



MEMPHIS, TENN.—Loeb's Laundry-Cleaners has opened a branch at 756 E. H. Crump Blvd. In line with its expansion program, two more branch stations are now under construction, one at Lamar and Semmes and another at S. Parkway and Lauderdale.

FLORENCE, ALA.—Construction has begun on a new \$500,000 plant, located on Lee Highway, to house National Linen Service Corp.

MEMPHIS, TENN.—White Rose Laundry-Cleaners has opened a branch at 1775 Raleigh-Fraser Rd. The firm, with headquarters at 299 S. Dunlap, has seven other branches throughout the city.

BATON ROUGE, LA.—Frank Kean, Jr., partner in Kean's Laundry, has been named to a second term as chairman of the United Givers Fund's public relations committee.

HICKORY, N. C.—A formal opening was held recently at Ideal Laundromat in its new location at 1452 Second St., N. E., by Frank M. Hodges.

COVINGTON, KY.—Model Laundry Co., 2364 Reading Rd., recently observed its ninetieth birthday, it was announced by Henry A. Marks, president.

MOUNT AIRY, N. C.—James Combs, co-manager of Belton Laundry Co., has been named to head the 1957 membership drive of Reeves YMCA.

OWENSBORO, KY.—Kwik-Way Laundry and Cleaners has opened its new drive-in at 18th and Lewis Sts. John Blocher is the proprietor.

NEW ORLEANS, LA.—The March meeting of the New Orleans Laundry and Cleaners Association was held at the Monteleone Hotel. Dr. Samuel Machlis of Stamford Chemical Co. addressed the group.

JACKSONVILLE, FLA.—Louise Mims is the manager of the new Dixie Automatic Laundry, Inc., located in the Southgate Plaza Shopping Center.

CONWAY, ARK.—New equipment has been installed in Steed's Laundry and Dry Cleaners. Ernest H. Steed is the owner.

YOU TOO can OWN ANOTHER PROFITABLE BUSINESS!

Laundry stores began to boom in 1946...and ten years later, over 15,000 laundry stores are serving millions of satisfied customers.

As an addition to your present business, this is a logical investment



Today, a new type of Laundry Store—THE COIN-OPERATED COMPLETELY UNATTENDED WESTINGHOUSE LAUNDROMAT—is springing up all over America. Originating in Texas less than two years ago, these automatic self-service laundry stores have spread through Florida, California...and are now being chain-operated in Illinois and Missouri. You, too, can get in on this most profitable mushrooming business in your spare time...and with a very modest investment.

Briefly, here's what it's all about:

- 1 Many women prefer to do their own laundry. We don't know why, but it's a fact...and they flock to unattended laundry stores where they do-it-themselves...using their own choice of soap and other washing materials.
- 2 Laundry is a necessity and people, especially in the lower income groups, will walk 3 or 4 extra blocks TO SAVE ALMOST 50% on their weekly laundry bill.
- 3 Bachelors, career girls, students and working families can only do laundry during hours when regular laundry stores are closed...AN UNATTENDED LAUNDRY IS OFTEN OPEN 24 HOURS A DAY, 7 DAYS A WEEK. Profits are realized in night and weekend hours when other laundries are closed.
- 4 Washers and dryers are coin-metered...everything works automatically...you empty the coin boxes 2 or 3 times a month.
- 5 Machine service and daily maintenance is contracted out to your local repairman and local porter. You visit the store *only* to collect the coins.
- 6 Depreciation of equipment for tax purposes is rapid, and within a relatively short period of time you own a going business that ACTUALLY RUNS ITSELF.
- 7 Because it takes so little of your time to operate, it does not interfere with your regular business. Because of almost absentee management, no customer contact, and favorable depreciation schedules, it is perfect for chain-store operation.
- 8 And EACH STORE PROVIDES YOU WITH AN INCOME OF \$4000-\$8000 a year, depending on location and equipment.

There's a great deal more to this story that you should know. We'd like the opportunity of giving you all the important investment details. It'll take about an hour of your time.

This we do know! You will add Thousands of Dollars to your present income every year. Your community wants and needs an UNATTENDED, COIN-OPERATED WESTINGHOUSE LAUNDROMAT STORE. As an operator of a laundry and/or cleaning plant, you may find this the extra business opportunity you've been looking for.

We offer advice, store planning, training and advertising. WE WILL FINANCE up to 80% of the NECESSARY EQUIPMENT. Do take a look at this investment...it'll make a difference to you.

Call, wire or write. We'd like to set a date at your convenience and show you some COIN-METERED LAUNDRY STORES in your area. We have representatives throughout the United States. We are a member of the National Better Business Bureau.



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Using Boiler Accident Statistics To Pinpoint Likely Trouble Spots

By JOSEPH C. McCABE

A RECENT REPORT by the chief engineer of a larger boiler insurance concern* carried in its statistics some highly illuminating information. This information is compiled, of course, to assist insurance companies in determining rates and risks. But at the same time this material contains a lesson for all users of boilers and other pressure vessels.

The statistical report describes the accidents in insurance language and since the terms used are quite descriptive, we list them below. The six type of accidents in the list cover the occurrences which involve damage to the boiler itself, to surrounding property, or human casualties.

They are:

1. Tearing asunder (explosion, rupture, bursting)
2. Crushing inward (collapse)
3. Burning (overheating)
4. Bulging
5. Cracking
6. Furnace explosion (explosion of fuel)

For all types of accidents except furnace explosions, the analysis is made on the basis of three classes or types of boilers: steel fire-tube, steel water-tube, and cast-iron. The system of listing and tabulating accidents as set up does not permit subdividing the furnace-explosion category to boiler types.

Tabulated results, stated as percentage of the total number of cases in each kind of boiler classification, are given in Table I. The results are not radically different from what may be expected under today's conditions, although it will be surprising to many

that such a high percentage of steel boilers become "burned" or overheated.

The higher percentage of water-tube boilers in the "tearing asunder" category, as compared to the percentage of fire-tube boilers, is accounted for by the fact that most tube failures

in water-tube boilers are classified as tearing-asunder cases even though overheating may have been a factor.

"Crushing inward" or "collapse" applies only to fire-tube boilers and is principally limited to cylindrical furnaces or flues.

The "cracking" category is confined

Table I—Type of Accident Classification

	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
	No. Cases Analyzed		
Type of Accident	1715	989	1362
Tearing asunder (explosion, rupture)	13.4%	53.8%	4.9%
Crushing inward (collapse)	5.6%	—	—
Burning (overheating)	74.7%	41.5%	1.4%
Bulging	4.6%	2.3%	—
Cracking	1.7%	2.4%	93.7%
Totals	100.0%	100.0%	100.0%

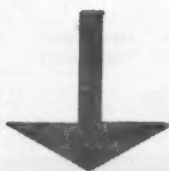
Table II—Part That Failed Classification

Part	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Attachments	2.3%	1.4%	1.0%
Cast-iron sections	—	—	96.0%
Cast-metal parts	0.3%	—	0.9%
Firebox sheets	4.3%	—	—
Furnaces (integral steel)	7.5%	—	—
Heads	0.7%	0.1%	—
Piping and fittings (attached to boiler)	2.8%	1.5%	1.0%
Shell or drum plates	10.3%	1.1%	—
Tube headers	—	2.3%	0.1%
Tube sheets	1.7%	—	—
Tubes—economizer	—	0.7%	—
Tubes—fire	66.7%	—	—
Tubes—reheater	—	—	—
Tubes—superheater	—	12.6%	—
Tubes—water (generating except coil type)	—	50.9%	—
Tubes—water (coil type)	—	13.2%	—
Tubes—waterwall (including roof and floor tubes)	—	14.9%	—
Tubes—not otherwise classified	0.5%	0.3%	—
Miscellaneous parts	2.9%	1.0%	1.0%
Totals	100.0%	100.0%	100.0%

* An Analysis of Boiler Accident Statistics, by T. R. Hardin, Hartford Steam Boiler Inspection and Insurance Co.

Now — A Revolutionary NEW Steam Trap!

**INSTALL
IT—**



**FORGET
IT!**



SO RUGGED

SO SIMPLE

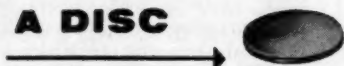
this steam trap practically eliminates maintenance

Major advance in trap design!

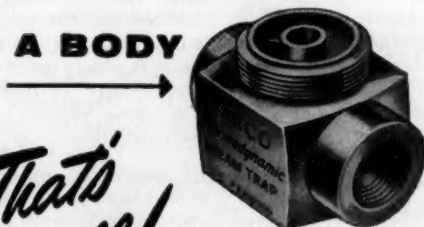
1. A CAP



2. A DISC



3. A BODY



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all!*

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That's the revolutionary new Sarco type TD. It has only one moving part...a hardened **SOLID** stainless steel disc. And it is not affected by superheat, water-hammer, corrosive condensate. That's why we can say **INSTALL IT—FORGET IT!**

Use the **SAME** trap for 10-600 psi...for light or heavy loads...without seat or valve change or other adjustments. Closes tight on no load—no steam waste.

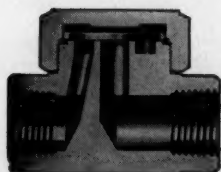
Ask for a 60 day trial installation of Sarco TD trap and strainer...write for bulletin 257. Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.

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That's why Sarco can give impartial advice on proper steam trap selection.



SIMPLICITY ITSELF!

No valve-closing mechanisms to wear or stick. No critical clearances to choke. No gaskets to leak. Only moving part a **SOLID** stainless steel disc.



Table III—Percentage of Failures Due to Design, Construction, Etc.

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Inadequate circulation	—	3.0%	—
Improper design stresses	—	—	—
Improper selection of material	—	0.7%	—
Defective castings	0.2%	0.1%	2.4%
Defective materials other than castings	0.6%	1.6%	0.2%
Workmanship	1.2%	1.2%	1.6%
Totals	2.0%	6.6%	4.2%

Table IV—Percentage of Failures Due to Improper Installation, Etc.

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Inadequate capacity	—	—	—
Improper application	—	0.3%	—
Inadequate relieving capacity of overpressure protective devices	—	—	0.2%
Lack of overpressure protective devices	—	—	—
Improper installation of automatic controls	0.6%	0.4%	—
Lack of or improper feedwater equipment	0.1%	—	0.4%
Improper condensate return equipment	—	—	0.2%
Improper location of feedwater supply point	—	—	0.2%
Improper or defective baffling	0.6%	1.3%	—
Lack of provision for expansion and contraction	0.3%	0.4%	11.8%
Totals	1.6%	2.4%	12.8%

Table V—Percentage of Failures Due to Defects Developing During Operation

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Vibration	—	0.1%	—
Internal corrosion	3.2%	3.3%	3.9%
External corrosion	1.3%	1.7%	5.4%
Metallurgical changes (fatigue, stress, embrittlement, etc.)	1.1%	2.5%	2.8%
Erosion	0.6%	6.4%	—
Totals	6.2%	14.0%	12.1%

to the cracking of cast-metal parts. In the case of cast-iron boilers, however, it is by far the most common type of occurrence. In many cases of cracking in cast-iron boilers, over-heating is a contributing factor although the final occurrence is cracking.

Failing parts

Tabulated results of the statistical study on the part-that-failed classification for boilers are shown in Table II. This classification lists the part of the boiler whose failure constituted an insured accident. It does not list the piece of equipment which may have caused the accident. This distinction should be kept in mind in reviewing the table.

From information such as this laundry management can draw vital aids

in the way of operating precautions or extra inspections. Equipment manufacturers can improve their designs.

Tube failures in fire-tube boilers, 66.7 percent, may seem unreasonably high. This figure, however, is directly related to the 74.7 percent of burning cases for fire-tube boilers as shown in Table I. When a fire-tube boiler is overheated the tube ends are generally affected first. Since serious leakage at these tube ends results in the boiler being shut down, such occurrences are recorded as tube failures.

Furnace failures in fire-tube boilers, while accounting for only 7.5 percent of failures, are much more serious from an economic standpoint. As a matter of fact, the relative percentage on a cost basis, the report states, is 19.3 percent, integral steel furnaces being costly to repair or replace.

Superheater tubes in the water-tube boiler group fall in the same category as do furnaces in fire-tube boilers. They may be very expensive to repair or replace, especially if the superheat temperature is high enough to require the use of special alloy materials.

The relatively high percentage of waterwall tube failures in water-tube boilers certainly is to be expected in view of the trend in modern water-tube boiler design. The comparably high percentage of coil-type water tubes also reflects the increased use of small package-type water-tube boilers using either coils or loops of water tubes.

Since most cast-iron boilers are made up of cast-iron sections assembled together, it is natural to expect that almost any failure would involve a section. Cracking of cast-iron sections, as Table II shows, is the most common mishap of cast-iron boilers.

Primary causes

From the standpoint of effective accident-prevention work, the primary cause of failure classification is probably the most important statistic since it is designed to indicate where the basic cause of an accident lies. The rather lengthy list of causes for boiler accidents was selected on a realistic and practical basis; in most occurrences neither the ultimate cause nor the immediate cause of failure is the one that is readily correctable.

For instance, the immediate cause of an accident due to low water might be the failure of a low-water fuel cut-off to operate. The ultimate cause might foolishly be carried back to a labor problem that existed in the plant manufacturing the cut-off. The practical cause, the one which is most readily correctable, is failure to test and maintain the device.

While statistical records are filed and tabulated on the basis of a single list of causes, it is much more interesting and informative to make an analysis by grouping various causes into these five categories:

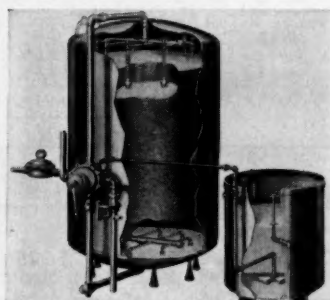
1. Design, construction and similar causes.
2. Improper installation and similar causes.
3. Operational defects which develop more or less gradually.
4. Human failures such as careless operation, lack of maintenance, indifference, ignorance, etc.
5. Miscellaneous causes.

Tables III, IV, V, VI and VII re-



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Our rep thought he had properly covered that delicate subject the day Elgin lost out to a lower bid . . . but now we know the warning must have been couched in too polite language. This being the case, we are now taking off our kid gloves and speaking out in no uncertain terms.

We speak, not just for Elgin, but for all reputable and established manufacturers in the water softening field, when we say: Fight shy of the Johnny-come-lately in the water softener business—the upstart who says in effect: "A water softener is just a collection of tanks and pipes and valves; anybody can make it; I can give you the same thing at a lower price."

The SAME thing? Your first shock will come the day the cheap softener is delivered when you discover the woeful lack of real quality construction. The next blow will be to find its performance is a bitter disappointment. The final blow will be to find as the months and years roll along that as the man with the scowl said: you have thrown your money away!

Harsh words? Yes, but true! Your own experience has shown you that in today's tough competition the SAME thing at a LOWER price just does not exist . . . and this is particularly true of water softeners. It takes the kind of experience Elgin has had to build the softener you see here. It takes the kind of knowledge Elgin has accumulated from a half-century of experience to correlate all the elements that contribute to efficiency and economy as you find them in Elgin conventional and "Double Check" Softeners.

For facts, write for literature...or, better still, let us put you in touch with your nearest Elgin representative.

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spectively show the percentage of failures in each of the categories.

It will probably surprise many readers that the percentages of boiler failures due to design and construction causes are so low. The principal reason is the almost universal adoption of the ASME Boiler Code which sets the standards of design materials, fabrication and construction. Under the rules of the Code, all these factors are under close control by both the manufacturer and an authorized inspector.

The use of modern nondestructive testing methods has undoubtedly minimized the unintentional use of defective materials.

If it were not for the high percentage of cast-iron-boiler failures in the "lack of provision for expansion and contraction category," Table IV would compare favorably with that involving design, construction, etc. Many plumbers, mechanics and other persons who install, repair and service cast-iron boilers do not understand the purpose of the tie rods and, despite manufacturers' instructions, insist upon tightening the rods excessively and keeping them tight.

Table V shows a higher percentage trend than do the two preceding cate-

gories. It is a category in which the causes are, to a considerable extent, controllable by proper inspection and maintenance. The 6.4 percent of failures due to erosion in the water-tube-

boiler group reflects the susceptibility of tubes in boilers of this type to erosion by soot-blower action or by fly ash from the fuel.

Failure to clean and failure to

Table VI—Percentage of Failures Due to Human Failures

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Failure to clean	12.2%	25.0%	0.3%
Failure to maintain appliances or auxiliaries ..	3.0%	1.2%	1.0%
Failure to test and maintain control devices ..	53.0%	15.3%	28.7%
Failure to blow down properly	0.8%	1.1%	0.1%
Failure to maintain water level	13.8%	14.3%	9.3%
Failure to regulate properly	0.7%	3.5%	1.8%
External causes (blows, freezing, etc.)	1.7%	2.1%	4.5%
Totals	85.2%	62.5%	45.7%

Table VII—Percentage of Failures Due to Miscellaneous Causes

Cause	Steel Fire-Tube Boilers	Steel Water-Tube Boilers	Cast-Iron Boilers
Improper water treatment	0.2%	6.0%	—
Contaminated condensate	0.5%	0.6%	—
Scale in cast-iron boilers	—	—	13.6%
Unclassified causes	4.3%	7.9%	11.6%
Totals	5.0%	14.5%	25.2%

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maintain water level, Table VI, are two very prevalent causes of boiler accidents. Strangely enough, there seems to be a rather consistent percentage of boiler owners and operators who learn the hard way that boilers can be seriously damaged if they are not kept clean internally and if a normal water level is not maintained. While the statistical analysis does not disclose it, the number of repeat cases is known to be high.

The relatively high percentage of

fire-tube-boiler failures in the "failure to test and maintain control devices" group is explained by the rather widespread use of automatically controlled package-type fire-tube boilers in small and medium-size commercial and industrial establishments. For such installations operation and maintenance standards are generally much lower than in establishments using large water-tube boilers under constant supervision of competent operators.

Cast-iron-boiler failures in the same

group also reflect the lack of attention that heating boilers receive.

"External causes," which account for a relatively low percentage of failures, are included in Table VI because so many of the items under this heading are due directly to some careless human act.

Scale in cast-iron boilers as a cause of boiler failures might logically have been placed in Table IV under "improper application" since many such failures involved using cast-iron boilers to supply steam to processes where the condensate was not returned. For certain reasons it was desirable to segregate them.

The "unclassified causes" percentage of 11.6 percent in the case of cast-iron boilers seems to be high. However, there are many cases involving cracking of sections on cast-iron boilers where the causes cannot be positively established.

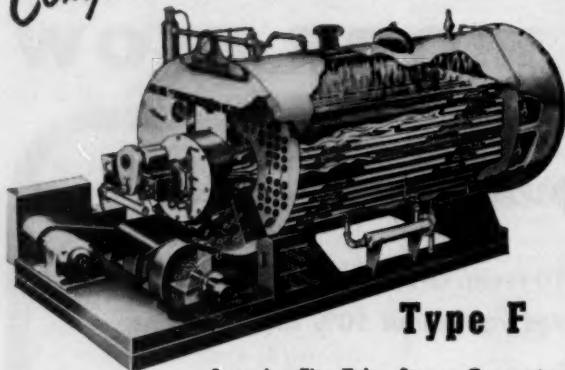
Causes of explosions

As indicated earlier, furnace explosions were not included in Tables II through VII because the system did not permit breaking the results down on the basis of types of boilers. Furnace explosions can be classified on

**Table VIII—Cause of Failure Classification for
Furnace Explosions**

Cause	Liquid or Pulverized Fuel	Gas Fuel
Improper installation of automatic control devices	0.3%	1.8%
Improper installation of fuel burning equipment	1.5%	1.8%
Lack of flame failure protective devices	1.8%	4.1%
Improper or defective baffling	0.3%	—
Failure to clean	1.0%	1.2%
Failure to maintain appliances or auxiliaries	59.0%	38.1%
Failure to test and maintain control devices	16.2%	13.4%
Failure to ignite properly	10.0%	28.6%
Failure to regulate properly	1.4%	5.2%
External causes	3.9%	0.6%
Miscellaneous or unclassified	4.6%	5.2%
Totals	100.0%	100.0%

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the basis of kinds of fuel involved, and Table VIII shows the "primary causes of failure." As the number of cases involving solid fuel was negligible, percentages would be meaningless and therefore the insurance report did not list them.

Three causes—failure to maintain appliances or auxiliaries, failure to test and maintain control devices, and failure to ignite properly, Table VIII—account for 85.2 percent of the accidents in the case of liquid or pulverized fuel and 80.1 percent in the case of gas fuel. It will be immediately recognized that these three causes fall in the general category of human failures and that the percentages are generally in line with the totals shown in Table VI.

The statistics seem to indicate that gas burners and associated equipment are less affected by poor maintenance than are oil or pulverized-fuel burners. However, this advantage, if any, is more than offset by the sensitivity of gas fuel to ignition errors.

Conclusions

The above tables make it appear as if materials, machines and automatic controls have become more dependable than the human beings who are required to operate and maintain them. Whether or not technological development and its full impact have expanded beyond the understanding capacity of the average human being, whether there is just a time lag which will eventually be closed, or whether a psychological atmosphere of complacency and indifference has been created, the insurance report does not state. The probabilities are that all three factors are involved.

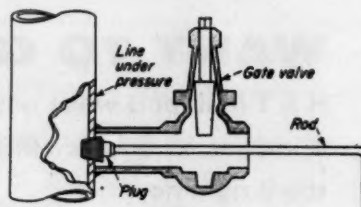
In any event, the most likely solution appears to be more intensive training and education programs directed toward those who are directly responsible for the operation and maintenance of power and production equipment of all kinds. □□

Engineering Questions and Answers

Special Valve Repair

A friend of ours passed along a special valve repair idea that he had heard about for a water float trap on a compressed air header. In this instance, a 6-inch line on a 100 p.s.i. compressor had its traps fill up with water and then the traps froze. The freezing damaged a 2-inch brass gate valve by bulging the bonnet and cracking the union ring. The problem was not merely replacing the bonnet and ring but doing it without shutting down because the compressed-air flow had to be maintained.

The way they got around this problem was to make up a clamp to hold the bonnet securely in place while the gate



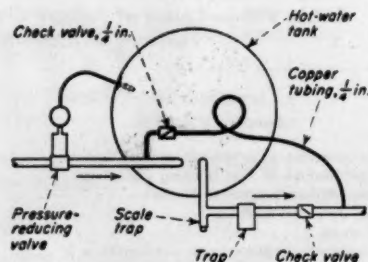
valve was being closed. A hole was then drilled through the valve body into the valve gate. Next the hole in the valve body was tapped for a 1/4-inch screw (see sketch). The gate was then screwed to the valve body holding it fast in the closed position. The damaged bonnet and cracked union ring could then be replaced. The screw was backed out of the gate-valve hold position, sawed off so it would not extend into the valve body and yet act as a permanent plug for the hole it occupied.

Water Hammer in Hot-Water Heater

Engineering Editor:

Did you ever hear a hot-water-heater tank take to banging? Could you suggest a cure?—R. R., Bayonne, N. J.

The sketch below shows one way of curing what sounds to us like water hammer. The hammering here occurs between the pressure-reducing valve and the tank.



The remedy in this case was to weld a 1/4-inch nipple to the incoming steam line, and then a 1/4-inch check valve into the newly tapped line (see sketch), and finally run a length of 1/4-inch tubing over to the low side of the dis-

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charge line trap. In the case shown the copper tubing connects downstream beyond a check valve in the discharge line. This particular hookup very effectively breaks up any vacuum in the tank's heating coil or bundle.

Preventing Corrosion

Engineering Editor:

Can you give me some information on how to protect a new black iron hot-water heater from rust and corrosion?
—A. W. V., Montevideo, Minn.

The external surfaces of the heater depend upon a good coat of paint for their protection. It is true that there are certain very special processes like the "plastic cocoons" that the Navy and other very large organizations employ in putting up big pieces of equipment for long-time storage. These cocoons are plastic material that upon spraying solidify to form a sticky, tentlike enclosure shutting out weather and air movement from the equipment under the tent. But these sprays are not universally available and, further, may cost a healthy price.

For this reason we recommend a good rust-resistant coat of paint for the external surfaces of an unused hot-water heater.

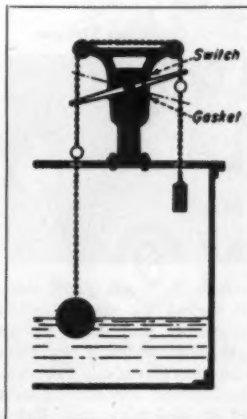
Internally we would recommend the wet method for laying up this equipment. By wet method we mean filling the tank with water, treated with soda ash to make it alkaline, and then closing up the unit. Plugs will have to be put into the piping connections on the tank but that should present no serious problem. If the tank is kept indoors there should be no freezing problem. If the unit is kept outdoors then the storage water will have to be treated with an antifreeze as well and this requires expert advice.

Float Switches

Engineering Editor:

We constantly have trouble with float switches. They either do not work at all or they are not sensitive enough. Do you have any remedies for such a complaint?—F. C., York, Pa.

The most frequent criticism we hear of float-valve operation is that their controls are stuck below ground. When they do get out of whack you can't get at them to see if all they need is an adjustment.



The accompanying sketch shows a very rugged performer that we saw at work on a pump. This one was made of cast iron and protected against ordinary infiltration of moisture by a rubber-gasketed joint. The balanced chain permitted adjusting the switch stop points for a fairly good spread of liquid level settings.

The nice thing about this setup is that the pulley need not be disconnected to observe or work on the snap-action switch. Just moving the balance arm manually lets you test the switch at will. There are no rods to bind or bend to throw the switch action out of whack. The only precaution is to make certain the hole into the sump tank is large enough to allow a free chain motion.

NEWS

from the

ALLIED TRADES

New Detrex Vice-President



H. R. NORGREN

A. O. Thalacker, president of Detrex Chemical Industries, Inc., Detroit, Mich., has announced the appointment of H. R. Norgren as vice-president in charge of drycleaning sales.

Mr. Norgren became a member of the Detrex sales staff in 1934. In 1940 he was named sales manager of the Drycleaning Division. He became general sales manager in 1947, an assignment he has held until now.

Nicholson Promotes Williams

W. H. Nicholson & Company, Wilkes-Barre, Pa., has named David Williams sales manager for the Laundry, Dry Cleaning and Pressing Equipment Division. Mr. Williams formerly served as production manager for the firm. A graduate of Franklin and Marshall College, he joined the organization after Nicholson purchased Walter C. Williams Co., with which he was connected. Previously he had been associated with Crane Company in Washington, D. C.

W. H. Nicholson & Company entered the laundry, drycleaning and pressing equipment field about two years ago when it started manufacturing this equipment for the U. S. Hoffman Machinery Corp. In recent weeks Nicholson has completed arrangements to take over all sales facilities, patents,

etc., of U. S. Hoffman, and has set up a new division for the production and sales of the former Hoffman line. Mr. Williams will direct sales for the newly organized division.

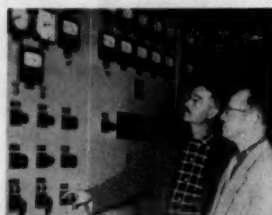
International Harvester Changes

Peter V. Moulder, president, International Harvester Company, Chicago, Ill., has announced a series of personnel changes among the company's top management. Shifts in the motor truck division are as follows:

Ralph M. Buzard, formerly manager of sales, was appointed general manager of that division. Mr. Buzard will report to vice-president William C. Schumacher, who will continue to head motor truck operations.

Louis W. Pierson, formerly assistant manager of sales, was promoted to manager of sales, succeeding Mr. Buzard. William E. Callahan, formerly sales manager, Eastern region, was appointed assistant sales manager. In this capacity he will serve along with D. F. Kuntz, whose appointment was announced in 1956.

Chlorine Plant on Stream



Joseph L. Wood, plant manager, throws the master switch (see photo) that starts up an \$8 million addition to Olin Mathieson Chemical Corporation's chlorine and caustic soda plant at McIntosh, Ala. Ralph Staker, assistant plant manager, looks on. The expanded plant can produce 250 tons of chlorine and 280 tons of caustic soda per day.

Headquarters of Olin is located in New York, N. Y.

Ajax Honors Belgian Distributing Firm

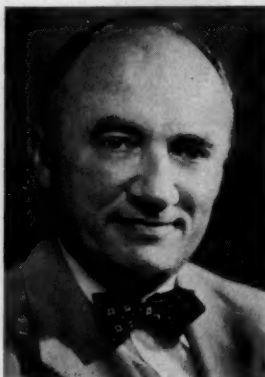


For outstanding sales performance and dealer excellence through 1956 the firm of Emile D'Hooze, Ghent, Belgium, was awarded the 1956 Ajax Oscar presented annually by the Ajax Pressing Machine Co., Salt Lake City, Utah. Emile D'Hooze (center), owner of the firm, was guest of honor at a special dinner at which he received the

award from Nicholas Strike (right), general manager of Ajax. George L. Strike (left), sales manager, served as master of ceremonies.

The D'Hooze firm is one of the largest privately owned manufacturers of laundry machinery in Europe. D'Hooze is the exclusive distributor for Ajax presses in Belgium.

Two American Laundry Officers To Serve on Board



RAYMOND ANTHONY



FRED H. ALLEN

Stockholders of the American Laundry Machinery Company, Cincinnati, Ohio, have elected Fred H. Allen, treasurer, and Raymond Anthony, general sales manager, to the company's board of directors. The report was made by James M. Garvey, president of the firm.

Fred H. Allen fills the board vacancy created by the retirement of J. F. Allen, former vice-president and treasurer. Fred Allen, who joined the American Company in 1930 as an auditor, was appointed controller in 1942 and elected treasurer in 1956. Before his association with the American Company, he was treasurer and director of The J. A. Fay and Egan Co.

Mr. Anthony succeeds retired general factory manager J. J. Dewey. Before becoming general sales manager in 1954, Mr. Anthony held the office of assistant general sales manager.

Previously he had been sales coordinator for the company's Drycleaning Division and also assistant to the general sales manager. A graduate of Williams College, he joined American in 1924 and advanced in the survey engineering and sales departments to become manager of the company's New York office before coming to the general offices in Cincinnati in 1947.

Cowles Plans Expansion

Cowles Chemical Company, Cleveland, Ohio, recently purchased 20 acres of land in Monroe, Mich., according to R. F. Huntley, president.

"The future expansion of our business," Mr. Huntley said, "requires production and distribution facilities in the Midwest. Marketwise, Monroe is strategically situated."

Mr. Huntley also announced



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To see for yourself how much easier—
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Careful equipment buyers will appreciate the manufacturer-distributor team of "Challenge" and "American." Challenge Manufacturing Co., the manufacturer, long established with a high financial rating and a reputation for sound management. The American Laundry Machinery Company, the exclusive distributor, with offices and service facilities in principal cities ready to serve you.

Dual responsibility of two substantial companies assures a sound, economical investment.

For Efficient, Economical and More Profitable Laundry Operation, Insist On The Challenge Laundry Tumbler.

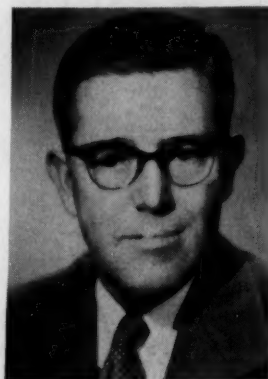
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the acquisition of an additional area of 82 acres at Skaneateles Falls, N. Y.

Huebsch Assigns Dersch



FRED J. DERSCH

The Huebsch Manufacturing Co., Milwaukee, Wis., has named Fred J. (Mickey) Dersch as Western sales manager. Mr. Dersch has been associated with many phases of the laundry and drycleaning industry since 1936. He will work closely with Huebsch dealers and laundries and drycleaners in his area, as an adviser on the use and sales of Huebsch laundry and drycleaning equipment.

New Hercules Distributor

Laundry products of the Huron Milling Division of the Hercules Powder Company, Wilmington, Del., will be handled in the Pacific Northwest and other parts of the West Coast by Van Waters and Rogers.

The Huron Milling products which Van Waters and Rogers will handle include H.I.S., a new instant starch specifically developed to be used dry in the wheel for sizing shirts, as well as Wheatex and Velvet Rainbow.

The Huron Milling Company was acquired by Hercules Powder Company during the latter part of 1956, and is now a division of the Virginia Cellulose Department of Hercules.

Clinton Marks Golden Year

Clinton Corn Processing Co., Clinton, Iowa, recently observed its fiftieth anniversary, according to an announcement by H. A. Bendixen, vice-president and general sales manager. In reviewing the progress of the company, Mr. Bendixen pointed out that the daily processing rate has increased from

the original 3,000 bushels of corn in 1907 to 65,000 bushels, or 38 carloads, per day in 1957.

Clinton manufactures five types of starch for the commercial laundry field. The starch processing plant was built in 1923.

Adell Names Sales Manager

The appointment of William J. Massey as sales manager of the Adell Chemical Company, Holyoke, Mass., has been reported by Jacob L. Barowsky, president of the firm. This new position has been created as part of Adell's expansion program.

Mr. Massey brings to his new post an extensive background of sales, promotion and advertising experience. Before joining Adell, he was associated with Hampden Brewing Company for nine years and had served as general sales manager and advertising director. Previously he was employed by the Harvard Brewing Company, Lowell, Mass., for 15 years.

Ajax Assigns Distributor

George Strike, sales manager of Ajax Pressing Machine Company, Salt Lake City, Utah, has announced that the Gardner Machinery Distributors Ltd. has been appointed an authorized Ajax distributor for the Province of Ontario. The distributor is located at 229 Queen St. E., Toronto, Ontario, Canada.

Lou Cappe, president of Gardner, is in charge of machinery sales. The firm has undertaken a complete program for the sales, service and parts for the entire line of Ajax laundry, linen supply and drycleaning presses.

MacMahon Joins Clayton

Ray D. MacMahon has been named sales manager of the Steam Generator Division of the Clayton Manufacturing Company, El Monte, Calif. The announcement came from J. A. Cortright, vice-president, sales.

Mr. MacMahon will be in charge of sales activities for the Clayton steam generator line throughout continental United States and Canada. A veteran of 25 years with the Southern California Gas Company, Mr. MacMahon has been active in many phases of utility operations. He was graduated from Oregon State College with Bachelor of Science degree in mechanical engineering.

Cowles Promotes Woonton



NORMAN E. WOONTON

Norman E. Woonton has been elected to the newly created position of vice-president-manufacturing, Cowles Chemical Company, Cleveland, Ohio. Mr. Woonton has been manager of Cowles' Skaneateles Falls, N. Y., plant. He will continue in this position and will make his headquarters there. In addition he will be in charge of all manufacturing and production operations at Cowles' other plants located at Lockport, N. Y., and Sewaren, N. J.

Mr. Woonton received his degree in chemical engineering from Cornell University and joined Cowles in 1948.

Diamond Chairman To Ionics Board

Raymond F. Evans, chairman and chief executive officer of Diamond Alkali Company, Cleveland, Ohio, has been elected to the board of directors of Ionics, Incorporated, Cambridge, Mass.

Diamond and Ionics recently established a research partnership through which the Cambridge company specialist in ion exchange and ion transfer will conduct research for Diamond. Ionics is a major producer of water demineralization equipment employing the electric membrane process pioneered by the company.

Mr. Evans joined Diamond as a production worker following his graduation from Princeton University in 1931 with a degree in chemistry. He was later transferred into research, where he spearheaded Diamond's research and development program. During World War II he served as president of Diamond Magnesium Company, which the parent concern operated for the government. He served as vice-president and general manager of Diamond's

Painesville, Ohio, plant prior to his appointment as executive vice-president in 1946. He became president in 1947 and chairman in 1954.

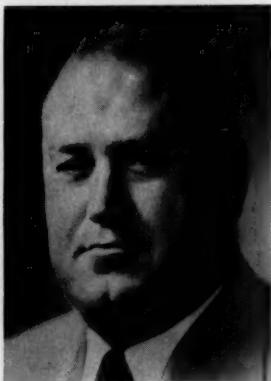
Hagan To Move Offices

Hagan Chemicals & Controls, Inc., will move its main offices and research center from downtown Pittsburgh, Pa., to a 27-acre site on the Penn Lincoln Parkway West early in the summer of 1958.

William W. Hopwood, president of Hagan, explained that the move was decided after months of study by the company and by outside consulting firms. The company will soon begin construction on two new buildings which will cost approximately \$1,750,000.

The new office building will be a two-story structure with 60,000 square feet of space. The research center will have floor space of 33,000 square feet. It will provide facilities and the latest testing equipment for all chemical research activities, including the water analyzing service of Hall Laboratories.

Olin Sales Manager Named



W. ADRIAN KING

The appointment of W. Adrian King as general sales manager of the Industrial Chemicals Division of Olin Mathieson Chemical Corporation, New York, N. Y., has been announced by John O. Logan, division vice-president and general manager.

Mr. King has been manager of the division's automotive products department. He joined the former Mathieson Chemical Corporation in 1953 as manager of hydrocarbon chemical sales and before that was Midwestern sales manager of the plastics division of the American Cyanamid Company.

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MARKING PEN** 361

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Los Angeles 16, Calif.

Please send me a sample of the
LINDY #361 Pen.

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Buyer

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2007 Broadway, Santa Monica, Calif.

Canada: Simmonds Products of Canada, Ltd. 5800 Monkland Ave., Montreal

Write for brochure and name of distributor nearest you.



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- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH

INC. RED BANK NEW JERSEY



ment of James F. Newell as assistant general manager of the Industrial Chemicals Division. He was formerly manager of the products department. Charles C. Hightower succeeds Mr. Newell as production head, with responsibility for operation of the division's 12 plants. He has been manager of the Lake Charles, La., plant since 1953.

Hercules Fills Two Posts

All officers and members of the executive and finance committees have been reelected by the Hercules Powder Company, Wilmington, Del. In addition E. C. Stump III was elected assistant secretary, and Alto J. Smith was named assistant treasurer.

Unipress Steps Up Production

Major steps in a modernization program at The Unipress Company, Minneapolis, Minn., include the acquisition of two plants in the city. These have been bought to increase the production of Unipress laundry presses.

According to Ira C. Maxwell, president of Unipress, orders for Unipress equipment taxed the manufacturing facilities of the main plant to a point where

deliveries were running several months behind. Plans are being made to set up around-the-clock manufacturing.

Carman Man Retires

C. R. Conley, president of Carman-Conley, Inc., Chicago, Ill., has announced the retirement of Al Lamsey. Mr. Lamsey has been associated with the Carman organization for the past 23 years. Before this he had been active for some time with other allied trades firms in the Midwest.

New Pantex Chief

At the annual stockholders meeting of Pantex Manufacturing Corporation, Pawtucket, R. I., Robert J. Beede submitted his resignation as president. He was again elected to the board of directors. Norbert H. House was elected president of the company. Mr. House, as treasurer of Pantex for many years, has been closely associated with Mr. Beede, and was named a director in 1950.

The board of directors elected are: Robert J. Beede, Philip C. Gifford, Daniel W. Hickey, Norbert H. House and Timothy J. Mee.

NEW PRODUCTS AND LITERATURE

Continued from page 6

signed to handle heavy condensate loads. The four-page booklet outlines the operation of the Series 40 Trap, gives sizes and capacities, lists typical applications and shows dimension, weights and prices.

Copies are available on request to Yarnall-Waring Company, 129 Mermaid Ave., Philadelphia 18, Pa.

aid in the selection of equipment.

According to J. P. Diepenbrock, vice-president, sales, the booklet is now available free upon request to Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.

New Truck Body Presented



Washer-Extractor Booklet

Washex has released a new bulletin with essential points for the plantowner on the operating benefits of washer-extractors. The bulletin serves as an

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

The 1957 version of the Merchandiser "Better Built" delivery truck has been announced by Boyertown Auto Body Works, Boyertown, Pa. Built of high tensile steel, the body has a 356-cubic-foot payload capacity.

Among the new features are modern front-end styling, a new recirculating hot-water heater with full-width defroster chamber, a driver's seat safety latch and new full-sweep, bottom-

BEST!

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Key-Tag's Model A-15

FLAG CHECKING SYSTEM

3-WAY CHECK!

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- faster handling
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WRITE TODAY FOR FREE FOLDER

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BOCK-O-MATIC 85

85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
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- OVER 1625 RPM
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- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

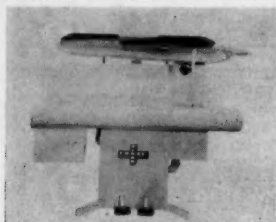
BOCK
LAUNDRY MACHINE CO.
TOLEDO 2, OHIO



10, 15, 25, 50, 85 LB. EXTRACTORS

mounted windshield wipers. Boyertown has also provided easily removable floor panels for faster access and speedier service of the engine and chassis.

Forse Shows New Silk Unit



A decrease in operator fatigue and an increase in production through the use of its new silk unit is claimed by the Forse Corporation. With this machine, known as the Forse-Elrod Press-Master Model 42 YOF, the operator no longer works in front of an elevated, heated head. The head, instead of hinging open, raises off the buck and then slides back out of the way behind the press.

A convenient knob just below the padded buck brings the head over the buck. The left pedal (vacuum) brings the head down against the buck and holds it there after the knob is released.

The gauge above the head shows pressure, which may be adjusted. As soon as the foot is removed from the pedal, the head opens.

The Press-Master uses wrist-size cylinders with Forse O-Rings, which eliminate piston cups. Air valves are the Forse stem-operated type also with O-Rings to eliminate stuffing-box leakage. The head is of steel construction throughout, tested to 250 pounds pressure.

The firm's air-operated Puff Master combines with the offset press to form a one-girl silk unit. This machine permits the operator to work with both hands.

Forse has also announced the Press-Master Utility Press and the Magic-Dial Convey-Master, which are said to keep laundry and cleaning together in half the space normally required.

For information on any of this equipment write to the Forse Corporation, 1507 W. Second St., Anderson, Ind.

New Detergent Literature

Two handy booklets describing two new detergents, Minisudsz and Lydet, have been issued by Beach Soap Company.

As its name implies, Mini-

sudsz is a nonionic detergent designed to produce a medium-low suds and controlled to eliminate oversudsing. Effective in both soft and hard water, it removes all types of soil and holds it in suspension. Minisudsz is also said to prevent the formation of lime soap scum on goods and washwheels.

Lydet is an all-purpose liquid detergent used for removing deeply embedded soil. This is accomplished without lengthening the washing formula, Beach states.

For copies of the brochures write to Beach Soap Company, 125 Lawrence St., Lawrence, Mass.

Calgon Offers Whitener

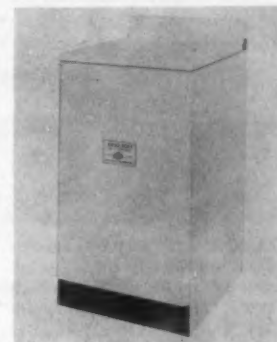
A new fabric whitener and brightener, Calglow, has been introduced by the Calgon Company, Pittsburgh, Pa. A quick-acting laundry product, Calglow is said to work well with the cleansing action of soaps and detergents. There is no build-up and the new product maintains tensile strength and longer fabric life by reducing the amount of bleach required in normal laundering.

This new product, according to Calgon spokesmen, is harm-

less to all textile fabrics and colors as well as to the skin.

Literature about Calglow may be obtained by writing to Calgon Company, Hagan Bldg., 323 Fourth Ave., Pittsburgh 22, Pa.

Automatic Water Softener



A new, completely automatic water softener, known as the Kis-Ca-Matic, has been developed by The Kisco Boiler & Engineering Company. It is simple in design and is completely contained in a compact, white enamel cabinet with porcelain-enameled top and front panel. It is designed to operate almost without attention. It is

Every time I use a

1¢ CAMELFORM

THERE'S 2¢* MORE IN THE BANK!

*that's what laundries tell us!

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CAMPBELL BOX & TAG COMPANY
Main & Starch Streets • South Bend 23, Indiana
or your laundry supply jobber.

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Lathem TIME RECORDER

Lost time eats up laundry profits. Eliminate this loss by reducing tardiness *inexpensively* with a Lathem Time Recorder.

LATHEM TIME RECORDER CO.
92 Third St., N.W., Atlanta, Georgia

Gentlemen:

Please send me full information on the Lathem Time Recorder. I understand there is no obligation on my part.

Name _____

Address _____

City _____ State _____

only necessary to add salt several times a year. Regeneration is accomplished by means of a timer and automatic mechanism.

Catalog literature on the Kisco Ca-Matic water softener is available on request from the Water Softener Division, Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis 4, Mo.

and four LPG-fueled valve-in-head, six-cylinder engines is available. Horsepower ratings of these high-torque powerplants range from 112 to 154. Design features of the line include a new 65-inch-wide cab and a sweeparound windshield that offers 1,181 square inches of visibility.

Anniversary Truck Line



One of the featured models of the anniversary truck line introduced by International Harvester Company is the light-duty Model A-110. Distinctive styling, a high-efficiency truck engine and greater driver comfort and maneuverability are the special characteristics noted by the manufacturer. Rated at 4,200-5,400 pound gross vehicle weight the A-110 has a 7-foot panel body and offers optional third curbside door. It is powered by a 141 hp. engine with a 154 hp., 264 cubic inch engine optional.

The new International A-line offers a complete selection of models from 4,200 to 33,000 pounds GVW in four- and six-wheel and all-wheel-drive conventional and new cab-forward design. A choice of five gasoline

Anderson Issues Catalog

Anderson's 1957 catalog itemizes the principal applications of the firm's purifiers. New information has been included on improved types of internal purifiers for installation inside evaporators, boilers and other process vessels. Buying information also is given on line-type purifiers for installation as a compact unit on pipe lines and receiver-type scrubbers for handling large slugs of liquid.

A selection chart shows recommended sizes of line-type Hi-Ef purifiers at various steam flows on different pressures.

Anderson has also issued a 4-page bulletin containing specifications and prices of all principal types of Super-Silvertop traps. The construction and operation of these inverted bucket-type traps are described. Data are also contained on self-cleaning strainers and the company's steel series steam traps.

For a complimentary copy of the purifier catalog, Bulletin 801, or the Super-Silvertop trap bulletin, No. 154, write The V. D. Anderson Company, 1935 W. 96th St., Cleveland 2, Ohio.

Laundry and Cleaners

Allied Trades Association

Mount Washington Hotel,
Bretton Woods, New Hampshire,
June 6-9, 1957

Mountain States Laundry and

Dry Cleaners Association
Stanley Hotel, Estes Park,
Colorado, June 13-15, 1957

Southeastern Linen Supply Association

Roosevelt Hotel, New Orleans,
Louisiana, June 20-22, 1957

West Virginia Laundry & Dry Cleaners Association

Daniel Boone Hotel, Charleston, West Virginia, June 21-22, 1957

Obituaries

Esmond C. Barlow, 67, former owner of Barlow's Laundry, Catskill, New York, died April 2 in St. Petersburg, Florida. Surviving are his wife and daughter.

Normand V. Dion, 45, former owner of H. P. Dion and Son Laundry, New Bedford, Massachusetts, died recently. He is survived by his wife and three children.

Wentworth F. Ganth, owner of Launder-it-Here Washeteria, Daytona Beach, Florida, died recently. Surviving are his wife, daughter and mother.

Otto Herold, 81, chairman of the board and former president of the Oriental Laundry and Cleaning Company, Dallas, Texas, died recently. He was active in the State Fair of Texas, having served as vice-president and president, and was general manager of the Texas Centennial in 1936. He belonged to all Masonic bodies and was also a member of the Elks. Surviving are his wife and son, Alvin, now president of Oriental.

Michael Mofsky, 48, vice-president and secretary of Lilac Laundry, Rochester, New York, died March 25. Mr. Mofsky was treasurer of the Genesee Valley Laundry Association. He is survived by his wife, a daughter and a son.

Paul E. Morgan, 77, co-operator of Modern Laundry, Gaffney, North Carolina, died March 14. Mr. Morgan operated the laundry with his son, Paul, Jr. Other survivors include his wife and daughter.

Robert Merriman Pitz, vice-president and assistant general manager of Pitz Foundry, Inc., Brooklyn, New York, died April 4. Mr. Pitz was the fourth generation in the management of the Pitz Foundry, a family-owned company of which Loyal Textile Machinery is a division.

Morton J. Platt, 75, president and treasurer of McCoy Laundry Company, Springfield, Illinois, died recently. Mr. Platt was past president of the Illinois Laundry Owners Association. He was a member of Springfield Consistory and Ansar Shrine, and past exalted ruler of the Elks. Surviving are his wife, daughter and two sons.

Martha M. Riches, 64, co-owner with her husband of Riches Automatic Laundry, Corona, California, died recently. A son and daughter also survive.

Arthur Saunders, 44, district manager of G. A. Braun, Inc., Syracuse, New York, died February 20 from injuries received in an auto accident near Coldwater, Michigan. Surviving is his wife.

Abe L. Stein of Carman-Conley, Inc., Chicago, Illinois, died on March 22. Mr. Stein became associated with the Carman organization as a salesman in 1924, and was well-known throughout the Chicago area. He is survived by his wife and three children.

Convention Calendar

North Carolina Association of Launderers and Cleaners, Inc.
Fiftieth Anniversary, O'Henry Hotel, Greensboro, North Carolina, May 15-16, 1957

Idaho Launderers and Cleaners Association
Rogers Hotel, Idaho Falls, Idaho, May 16-18, 1957

Illinois Laundry Association
Wagon Wheel Lodge, Rockton, Illinois, May 16-17, 1957

Midwest Cleaners and Launderers
(Kansas Association of Launderers & Cleaners and Associated Cleaning Services of Missouri)
Robidoux Hotel, St. Joseph, Missouri, May 16-18, 1957

California Laundry and Linen Supply Association
Del Monte Lodge, Pebble Beach, California, May 16-18, 1957

Wisconsin Institute of Laundering
Plankinton Hotel, Milwaukee, Wisconsin, May 17-18, 1957

New Hampshire Laundry and Cleaners Association
Eastern Slopes Inn, North Conway, New Hampshire, May 19, 1957

Oregon State Laundry Owners' Association
Gearhart, Oregon, May 23-25, 1957

Pennsylvania Laundryowners Association
Shawnee on Delaware, Pennsylvania, May 23-25, 1957

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

THE OROVILLE LAUNDRY AND DRYCLEANERS. WELL ESTABLISHED IN FAST-GROWING NORTHERN CALIFORNIA COMMUNITY, LOCATED AT THE GATEWAY OF THE BEAUTIFUL FEATHER RIVER COUNTY AND SITE OF PROPOSED OROVILLE DAM. GOOD LAUNDRY AND CLEANING EQUIPMENT. NEW 1954 DELIVERY TRUCKS. GOOD STEADY VOLUME. FOR SALE WITH OR WITHOUT REAL ESTATE. P. O. Box #1410, OROVILLE, CALIF. 1202-2

Modern laundry and drycleaning plant. Excellent location fast-growing San Francisco peninsula, grossed \$300,000 in 1956. Owner retiring. ADDRESS, Box 1465, STARCHROOM LAUNDRY JOURNAL. -2

Central Florida—Complete laundry, drycleaning and rug shampooing plant, over \$40,000 gross business. Price \$39,500 with real estate. ADDRESS, Box 1149, STARCHROOM LAUNDRY JOURNAL. -2

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. ADDRESS, Box 1201, STARCHROOM LAUNDRY JOURNAL. -2

Enjoy living profitably in MAINE. Efficient and profitable laundry in growing area. Only other plants 35 and 60 miles away. Near major cities. Owner going fishin'. ADDRESS, Box 1502, STARCHROOM LAUNDRY JOURNAL. -2

NORTHERN NEW JERSEY—Complete laundry. Gross over \$55,000. Excellent location, room for expansion to keep up with fast-growing section. ADDRESS, Box 1510, STARCHROOM LAUNDRY JOURNAL. -2

MODERN LAUNDRY AND DRYCLEANING plant and business in Southern California. Gross over \$300,000. Fast-growing community. Unusual opportunity. Will sell all, or lease buildings. Require one-third down and will finance the balance. Wish to retire. Write for full details. ADDRESS, Box 1506, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE—We have a splendid proposition for a good laundry and drycleaning man. Pay as rent on a 12,000 square foot brick building equipped with a 100 HP. boiler and a 400 amp. power. Industrial town of 50,000. No other laundry within 20 miles. Upstate New York location. Write for details. ADDRESS, Box 1523, STARCHROOM LAUNDRY JOURNAL. -2

Laundrette in fastest growing town in U. S. A. Logging mills, tourists, and longest fishing season on Rogue River. Trailer space included. ADDRESS, Box 1526, STARCHROOM LAUNDRY JOURNAL. -2

SITUATIONS WANTED

PRODUCTION MINDED LAUNDRY SUPERINTENDENT—22 years experience in all phases of laundry operations; some sales, advertising experience. Sober, reliable, 9 years last position. Good record of labor relations, low productive costs. ADDRESS, Box 1528, STARCHROOM LAUNDRY JOURNAL. -5

Laundryman with 16 years experience, desires job as washman. Good at maintenance and know boilers. I am 42 years old and very dependable worker. Can work as assistant to supervisor or foreman. Reply to Laundry Man, 14037 Bee Street, Dallas 34, Texas. 1499-5

Laundry supervisor, years experience in all phases of business. Production my specialty. ADDRESS, Box 1464, STARCHROOM LAUNDRY JOURNAL. -5

SALES MANAGER—with proven ability, excellent background and a college education, would like to affiliate himself with a growing laundry and drycleaning plant in or around the New Jersey area. ADDRESS, Box 1455, STARCHROOM LAUNDRY JOURNAL. -5

Laundry production manager, years experience all phases linen supply and steam laundries. Qualified to organize and supervise personnel. Guarantee successful efficient operation. Best of references. ADDRESS, Box 1463, STARCHROOM LAUNDRY JOURNAL. -5

Laundry or drycleaning superintendent or manager. Good background, 15 years experience. Age 37, married. Can assume full responsibility for profitable operation and growth. N.I.D. graduate, both courses. ADDRESS, Box 1525, STARCHROOM LAUNDRY JOURNAL. -5

PLANT MANAGER AND/OR GENERAL MANAGER. Excellent background in AAA-1 plants. Executive caliber. Emphasis on producing quality at low cost wage incentive. Work simplification—systems—methods. Desire position in New York City area. Address, Box 1527, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY—We have obtained five top-flight managers as a result of previous advertisements. We still need more men who have had managerial and operational experience in either the industrial laundry or linen supply industry. If you are aggressive and want to get ahead, communicate with **NATIONAL INDUSTRIAL LAUNDRIES**, 1100 Sherman Avenue, Elizabeth, N. J. 1406-7

PROGRESSIVE MANAGER, for New England's most modern plant, who has proven ability in laundry, cleaning and sales. Salary commensurate with your ability, \$8,000 up. J. A. Baggott, Country Club, Inc., Warren, Rhode Island. 1338-7

MANAGER—Drive-in drycleaning and shirt laundry plant under construction. Must be take-charge man—willing to work. State experience, education, present employment, age and present salary. No interview without **COMPLETE** information. All replies confidential. ADDRESS, Box 1498, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY CONSULTANT—Management consulting firm wants survey analyst to inspect laundries, make cost and equipment studies, write reports, advise top executives. Should know laundry production, have college education or equivalent, business judgment. Limited travel. We provide new car. Attractive salary, career opportunity. Replies confidential. Submit resume. ADDRESS, Box 1511, STARCHROOM LAUNDRY JOURNAL. -7

DO YOU KNOW THIS MAN? The man we're seeking is one who can quickly be employed for a position in the Laboratory Division of our Production and Engineering Department. The services of this department are so popular that A.I.L. members have the lab "snowed under" with analysis of problem fabrics and requests for help in washroom operation. Chemistry is the basic requirement for this job. A knowledge of textiles will help a lot, but this can be learned on the job. The man we seek should be able to dictate good letters and accurate reports. If you are this man—or if you know where A.I.L. can get such a person—won't you please write us NOW for full details? C. H. Lanham, Director, Education and Personnel, **AMERICAN INSTITUTE OF LAUNDERING**, Joliet, Illinois. 1521-7

SALESMEN-DISTRIBUTORS WANTED

Experienced, aggressive man to sell laundry and drycleaning machinery and equipment in eastern part of the state of Tennessee, for distributor with sterling reputation throughout area. Answer in own handwriting, giving age, marital status, all experience, and references both business and personal. ADDRESS, Box 1512, STARCHROOM LAUNDRY JOURNAL. -14

BUSINESS SERVICE

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost "CLEANER TOONS" and verses. For **FREE** proofs write: **LILLY CARTOONS**, Box 167, Long Beach, California. 1392-10

HAVE YOU TRIED OUR EXQUISITE, FRESH, HAWAIIAN ORCHIDS? OUR EXPERIENCE PROVES THAT YOU WILL SHOW INCREASED SALES AND EXCITED CUSTOMER INTEREST. CAPITALIZE ON THE HAWAIIAN TREND! USE OUR MAGIC FORMULA—GIVE—HAWAIIAN ORCHIDS—COST AS LITTLE AS 10¢ EACH. WRITE FOR FURTHER INFORMATION. **FLOWERS OF HAWAII**, 670 S. LAFAYETTE PARK PLACE, LOS ANGELES 57, CALIFORNIA. 1443-10

MERCHANDISE FOR SALE

CANVAS baskets, hampers, trucks. Write for catalog: **Hy Navis**, Box #27, Rochester 1, New York. **Jobbers write.** 1479-45

ADJUSTA-FORMS rebuilt completely in every detail including new bag. Model P-1 Adjusta-Forms lowest price in America. Only \$169 guaranteed. Saxe-Freeman Co., Omaha, Nebraska. 1493-45

MANUFACTURER SELLING OUT SURPLUS 24 x 36 **NYLON NETS**, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 1350-45

MANUFACTURERS REPRESENTATIVES

MANUFACTURERS REPRESENTATIVE—well-known dynamic operator with following among jobbers, salesmen in New York, New Jersey and Pennsylvania would like one or two additional lines of sound national companies. **ADDRESS**, Box 1501, **STARCHROOM LAUNDRY JOURNAL**. -19

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1450 Harrison St., Davenport, Iowa. 654-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1928-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 5240-58

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

BOILERS—HIGH PRESSURE: We carry a large selection of ASME National Board high pressure boilers—gas, oil, coal fired—ranging from 10 to 1,000 hp., each guaranteed to excellent condition, sales sheet and complete data sent upon request. **WABASH POWER EQUIPMENT COMPANY**, 31 E. Congress, Chicago, Illinois. 1245-36

MACHINERY WANTED

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS**, Box 874, **STARCHROOM LAUNDRY JOURNAL**. -3
54", 50" and 48" Notrux extractors, 8- and 6-roll American or Troy ironers. Highest prices paid! **ADDRESS**, Box 1414, **STARCHROOM LAUNDRY JOURNAL**. -3

When you advertise in classified columns, GET NOTHING BUT THE BEST!

Leading laundrymen place more classified ads in

STARCHROOM LAUNDRY JOURNAL than in any other magazine in the field. Currently, the **JOURNAL's** classified advertising is 24 times greater than the second magazine's and 36 times greater than the third magazine's!

MACHINERY FOR SALE

FOR SALE—Brand-new 36 x 36" Troy and American all-wood, one-pocket, direct-motor-driven washer. Price F.O.B. Chicago \$687. **Chicago Used & New Laundry Equipment Co.**, 3128 W. Lake Street, Chicago 12, Illinois. 1306-4

FOR SALE: 1—American 120" flatwork ironer, 2-roll chest-type ribbon return feed varidrive motor and tachometer. 1—American 8-roll chest-type 100" with automatic folder. 1—American Norwood 42 x 54" stainless-steel, 2-pocket, motor-driven washer. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 West Lake Street, Chicago 12, Ill. 1342-4

HOT-WATER HEATER, used, excellent condition. **SELLERS 15-SP**, indirect gas-fired, 420 gal. capacity, 3' x 8' horizontal, 720,000 BTU input, blast type. Will raise 1,080 gal. per hour 60 degrees, 760 gal. per hour 85 degrees. Cost \$1,980. **Janitt Car Washing Corporation**, 34 Winton Road, North, Rochester 10, New York. 1495-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press; Forse 53" tapered garment press; Forse mushroom presses. Very reasonably priced. **Chicago Used & New Laundry Equipment Co.**, 3128 West Lake St., Chicago 12, Ill. Nevada 8-8849. 891-4

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" **TAPERED AS WELL AS MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. Special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. -4
Metal Washers: 42 x 72—2-pocket, 2-door, American. 42 x 42—1-pocket, 1-door, American. 42 x 72—4-pocket, 4-door, Henrici. All rebuilt in A-1 Condition. **Talley Laundry Machinery Co.**, Greensboro, N. C. 1437-4

2-roll, 100" American ironer. Rebuilt, A-1 condition. Talley Laundry Machinery Co., Greensboro, N. C. 1438-4

Wood cylinders and shells, any size; also all sizes new and rebuilt wood washers. Talley Laundry Machinery Co., Greensboro, N. C. 1439-4

Complete stock of synthetic and solvent drycleaning units all sizes, all makes and models. Talley Laundry Machinery Co., Greensboro, N. C. 1440-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

8-ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

Purkett 72" shaker tumbler, good condition. Includes two stainless-steel loading trucks and hoist. 220 volt, 3-phase, 60 cycle. 1 complete 4-operator TILTOR shirt unit, good condition, best unit to use if you have military shirts. Redlands Laundry and Drycleaners, Inc., Redlands, California. 1507-4

MACHINERY FOR SALE (Cont'd)

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 30" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 1165-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 1166-4

SIX-ROLL AMERICAN 120" IRONER, rebuilt and guaranteed, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1271-4

48" AMERICAN OPEN-TOP EXTRACTOR, in excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1272-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

36 x 54 AMERICAN CASCADE WASHER, Monel metal, 2-pocket, 2-door rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1268-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

60# PANTEX-PERK DRYCLEANING UNIT, two years old, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1275-4

PROSPERITY 30" P. C. WEARING APPAREL PRESSES, a real bargain. Talley Laundry Machinery Co., Greensboro, N. C. 1276-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 1167-4

AMERICAN TILT 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1073-4

AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer, American 6-roll ironer, Ellis 54 x 120" 9-pocket stainless washer, American Cascade 42 x 84" washer, Troy 42 x 72" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coat presses, Hoffman 42 x 90" tumbler, Huebsch 36 x 30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140F unit used two months, American 30 x 48" petroleum unit with filter, still, etc., brand-new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 1164-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND AND AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers, ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

40" Troy Mercury receiving top extractor. 2-girl Prosperity shirt unit. 4-roll American 120" ironer. This equipment all surplus due to consolidation. Crystal Laundry & Drycleaners, Inc., Manchester, N. H. 1505-4

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 3-doors. Machines running in a local hospital, can be inspected. SPECIAL PRICE \$1,995 each. Washers motor-driven, guaranteed in good running condition. Excellent buy. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y. Stillwill 6-6666. 872-4

1 Hedd on Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

MACHINERY FOR SALE (Cont'd)

CASCADE WASHER-EXTRACTOR. Demonstration machine, used very little, priced at over \$500 saving. 32 x 24", 50-lb. capacity, two-pocket cylinder with two doors, motor drive, 220-60-3 AC. Furnished with two-compartment balancing truck. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1514-4

17 x 28 COOK OPEN-END WASHER. Stainless-steel construction, 25 lbs. capacity, motor-driven, 220-60-3 AC. Factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1515-4

42 x 84" R.H.P. CASCADE WASHER. Two pockets with removable horizontal partitions, one vertical partition, four cylinder doors. Equipped with air-operated outlet valve, dial-type thermometer, water-level gauge, motor drive, 220-60-3 AC. Used only three months, new-machine guarantee, priced at substantial saving. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1516-4

36" AMERICAN EXTRACTOR. Solid curb, special-deep type, with automatic safety cover, motor drive 220-60-3 AC. Factory rebuilt. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1517-4

HYDRAXTOR EXTRACTOR. Model EA, 2 H. P. Motor, any standard current. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1518-4

AMERICAN 6-ROLL FLATWORK IRONER. Completely rebuilt 110" slanting frame type with leveling blocks, new padding, apron and ribbons, wide apron brackets, ribbon feed, automatic stop, power roll-raising device, speedometer, V-belt motor drive, any standard current. The American Laundry Machinery Co., Cincinnati 12, Ohio. 1519-4

AMERICAN PERRY 54" UNLOADING EXTRACTOR, with 2 sets of baskets and hoist. **IN VERY GOOD OPERATING CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 1522-4

GIGANTIC LIQUIDATION SALE OF FINE LAUNDRY AND DRYCLEANING MACHINERY OF THE CHARLESTON LAUNDRY AND DRYCLEANING COMPANY, CHARLESTON, WEST VIRGINIA. SALE NOW GOING ON—BARGAINS GALORE! 1—8-ROLL 120" FLATWORK IRONER WITH TRUMATIC FOLDER. 5—42 x 84" AMERICAN MONEL METAL WASHERS. 3—42 x 96" AMERICAN METAL WASHERS. 200 H. P. MUND BOILER. 6—PROSPERITY COMPLETE SHIRT UNITS. POWER CIRCLE. 20—ARMSTRONG TUMBLERS. MISCELLANEOUS EQUIPMENT OF ALL DESCRIPTIONS USED IN A LAUNDRY PLANT. DRYCLEANING EQUIPMENT. ALL METAL WASHROOM, MOTOR-DRIVEN, WITH FILTERS, PUMPS, STILL, HOFFMAN DRYCLEANING PRESSES, 30" AND 48" EXTRACTORS. 1—KLEEN HAMPER DRAPER FORM. PLEASE CONTACT TALLEY LAUNDRY MACHINERY COMPANY, CHARLESTON, WEST VIRGINIA—TELEPHONE, DICKENS 2-8181, OR GREENSBORO, NORTH CAROLINA—TELEPHONE, BROADWAY 4-1594—3-8428—2-6254. EVERYTHING MUST BE SOLD! 8082-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 26" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

SURPLUS EQUIPMENT OF FINE LAUNDRY & DRYCLEANING MACHINERY from SEVERAL PLANTS AND INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER, American 6-roll 120" FLATWORK IRONER, 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade MONEL WASHERS, 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS; 30" copper starch EXTRACTOR, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER OF OTHER ITEMS too numerous to mention in this issue. WRITE, WIRE OR PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6666. 790-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

FOR IMMEDIATE SALE—Miller 50 x 60 dump washers—automatic controls. Miller 44 x 36 open-end washer (automatic). Fletcher 54" stainless extractors with baskets. Huebsch 42 x 42 four-coil driers. Whitlock type K 84" x 192" hot water tank with coils. Whitlock 2-stage preheater with baffles and guides. LR 400-50 Cleaver-Brooks—package-type 500 horsepower—complete for gas and oil 200 lb. pressure design. Filer Stowell—high-speed vertical steam engine, and generator—rated 100 KW or 125 KVA (600 KPM). Two Permutit automatic Zeolite water softeners. Other boiler room equipment. If interested write for details. All equipment in excellent condition. Wolf Sanitary Wiping Cloth Co., 515 Wanda Ave., Ferndale, Michigan. JORDAN 4-6637. 1524-4

THE MARK RECORD SHEET

is a great check against
inaccurate marking.
Records the marks used
in all bundles;
permits location of lot
for all marks.

Used for years by hundreds of
laundries



Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.



PRICE per thousand \$7.50
5,000 or more, per thousand 6.50



SAMPLES FREE (All shipments C.O.D.
unless check accompanies order.)

**STARCHROOM
LAUNDRY JOURNAL**
305 East 45th Street, New York 17, N. Y.

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In The Wash...

Likes Oscar Program

To the Editor:

We think the Distinguished Salesman Award Program (mentioned in the March 15 issue of STARCHROOM) sounds like a wonderful idea. Would you be kind enough to give us the name and address of the headquarters of the New Jersey Laundry and Cleaning Institute so that we can get all the details on this?

G. R. WETLAUFER, Manager
City Laundering Company
Oelwein, Iowa

Other readers seeking further information on DSA may contact Harold Buckelew, Executive Secretary, New Jersey Laundry & Cleaning Institute, 24 Lyons Avenue, Newark 8, N. J.

—EDITOR

If the Shoe Fits

To the Editor:

Ours is a medium size family plant offering a very complete list of services, including drycleaning, storage, rug cleaning, pillow cleaning, dyeing, tailoring, etc. We operate four routes, two stores and a call office at the main plant.

Do you have any information regarding the success or lack of it in plants that have tried a shoe service? It seems to me that some years ago I read an article in STARCHROOM where it was ventured as an opinion that a shoe service went well with a "price" operation, but that it did not blend well with the services offered by a family plant. My thinking, I think, has been colored by that article, but now I should like to reexamine the subject.

One thing that strikes me rather forcibly is that the routemen already have a whole host of services to keep informed about and to try to do justice to from a sales standpoint. I think it very possible that their attentions and their efforts are split too many ways

already. However, I should appreciate any information you might have in your files on the subject, or if you could put me in touch with a plant that has had experience with a shoe service.

RALPH E. DANIELS JR.
Individual Family Laundry
Haverhill, Mass.

If you were thinking about the same article on shoe repair that we found in our back files, let us first compliment you on your memory. The article dates back to August 1940. Here's what it said:

"Laundries with drycleaning departments which have installed shoe repair departments report (with exceptions) highly unsatisfactory volume and inability with either advertising or price inducements to break even. Observation indicates that shoe repair is a cash-and-carry business, handled best by low-priced cleaners; is not a

route salesman proposition at all."

Apparently, the picture hasn't changed much since we can't recall a single family plant in the last hundred called on that carried this sideline.—EDITOR

A Friend Identified

To the Editor:

On page 66 of your March 15 issue you show a picture of the Linen Supply Panel in Las Vegas. To our right of Ollie Gardner is a man you show as "a friend." This able gentleman is Lou Luechauer, Linen Conservation Director for the American Linen Supply Company. He is an extraordinarily competent person and I thought you would want to have his name for your files.

SAM SHAPIRO, Manager
Linen Supply Association of America
Chicago, Ill.



Visitors to Japan

To the Editor:

I am very happy to notify you that we had distinguished guests from the United States visit Japan and also see our plants in Tokyo.

Mr. and Mrs. Jerome Andrews, general manager, Linen Supply Section, Consolidated Laundries Corporation, New York, arrived at Japan on March 30, 1957.

After fifty years of faithful service to the Consolidated Laundries Corporation, they are taking a leisurely, round-the-world tour.

As you may know, Mr. H. Matsumoto, managing director of my company, visited the Consolidated Laundries Corporation on his trip three years ago. And I have visited the United States five years ago.

Therefore, I am very happy to pay back by showing Mr. and Mrs. Andrews some of the very interesting places of Tokyo when they were in Japan. I sincerely hope that they have enjoyed their visit to Japan as much as we have enjoyed the warm and kind visit in the United States.

The picture with the guests holding the Japanese-paper parasols was taken at the famous Japanese garden of Chinzanso where we had typical Japanese dishes for lunch.

TAKEO IGARASHI, President
Hakuyosha Co., Ltd.
Tokyo, Japan

The photograph shows Mr. and Mrs. Andrews with Mr. Igarashi and Mr. Matsumoto.—EDITOR

Let's Hear From You...

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.



...Star Performance

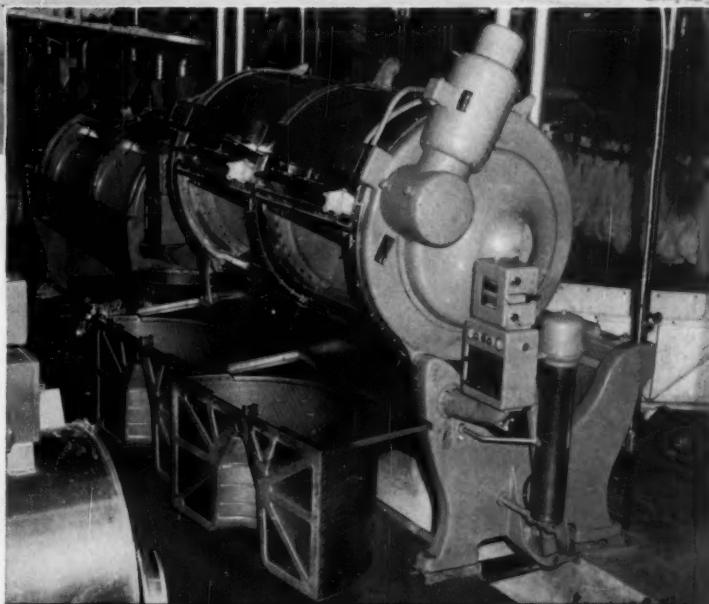
by **ELLIS**
**FULL AUTOMATIC
UNLOADING TYPE
WASHERS**

Everything is bigger and better in Texas. When the White Star Laundry of San Antonio built its new \$250,000 plant, the latest type, modern time-saving equipment was installed throughout to insure maximum operating efficiency.

It is the washroom installation where the greatest saving in manpower is reported.

Here the new ELLIS equipment includes three 42" x 84" Open-Pocket Unloading-Type Washers with semi-automatic control, and one 54" Unloading Extractor.

As a result of the unloading feature, ease of control and faster washing, one man can do the work it took six men to accomplish in the company's old plant.




Showing the ELLIS Unloading Type Semi-Automatic Washers in the plant of White Star Laundry. Also includes 54" Extractor not shown.

ELLIS builds a full range of sizes in both Standard and Unloading Type AUTOMATIC WASHERS. The extra economies of these machines quickly pay for the original investment.

The ELLIS  DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.




All in one operation...

That's the way to wash clothes with

Cowles
DRISUDZ

Just add DRISUDZ in *one operation*. Put enough DRISUDZ
on the break to raise a good heavy suds. Run a carry-over—
maybe two or three on heavy soil—then bleach, and your load is washed
and half-rinsed. Simple, isn't it?



Let your Cowles Technical
Man show you how easy it is
to turn out bright snappy
loads in a hurry—with this
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